

Bauer Media Outdoor
33 Golden Square
London
W1F 9JT

Haringey Council
Planning Department
Level 4, Alexandra House
10 Station Road
Wood Green
N22 7TR

18 June 2026

Town and Country Planning Act 1990

Town and Country Planning (Control of Advertisements) (England)

Regulations 2007

RE: Relocation of an existing double-sided digital freestanding unit along High Road, within
Haringey Council

Application Addresses:

SF0016 – Land outside 156-158 High Road, London, N22 6EB

Dear Sir/Madam,

We are pleased to submit details of our proposal to relocate the freestanding advertising unit within Haringey Council. The application seeks approval for:

- Removal and relocation of the existing double-sided digital advertisement unit



This application is made under Regulation 9 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, with rights afforded under Section 220 of the Town and Country Planning Act 1990. In addition, under Schedule 2, Part 12, Class A of the GPDO 2015, permission for the freestanding structure development is deemed granted due to the existing contract between Haringey Council and Bauer Media Outdoor.

The proposed digital unit has been carefully designed to reflect the character of the Council, ensuring compatibility with local streetscapes. This planning statement accompanies the application for Advertisement Consent and demonstrates how the proposal meets both national and local policy objectives.

1. Haringey Council and Bauer Media Outdoor have been in contract for a significant period to manage and enhance the borough's freestanding advertising estate.
2. Following initial discussions, the proposal was submitted to the Council for review, and approved for submission.
3. This application seeks consent to remove and relocate the existing double-sided digital advertising unit. The new site has been carefully assessed to ensure the proposed unit integrates with existing street furniture and complements the character of the surrounding environment.
4. The application complies with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and meets industry standards for luminance and motion control. Supporting documents include location and site plans, elevation drawings, and detailed specifications for each proposed unit.

Digital Freestanding Unit Overview

5. Bauer Media Outdoor proposes to modernise the council's freestanding unit estate with digital advertising screens. These units are designed to be durable and versatile, making them suitable for a wide range of urban environments across the UK. To ensure compatibility with sensitive locations, each site has been carefully assessed to minimise visual impact and maintain the character of the surrounding streetscape.



Digital Freestanding Unit, Camden Council, London

6. Bauer Media Outdoor has selected a design that maintains the familiar appearance of the freestanding unit while addressing the area's need for durable, high-quality street furniture.



Example Digital Freestanding Unit

7. The proposed freestanding unit is engineered for durability and ease of maintenance, meeting the latest British Standards (BS8300-1:2018 and BS-2:2018) for street furniture. Its robust construction and high-quality materials ensure longevity in demanding urban environments. To maintain accessibility and visual appeal, Bauer Media Outdoor will implement a strict maintenance schedule, including cleaning and inspection every two weeks. This proactive approach minimises wear, supports public safety, and guarantees compliance with national standards.
8. The proposed freestanding unit will incorporate a high-quality digital screen, available in single-sided or double-sided configurations. Its advertising display area has been carefully designed to align with the scale and proportions of existing street furniture formats—such as bus shelters and kiosks—ensuring visual consistency and compliance with local amenity standards.
9. As part of its environmental commitment, Bauer Media Outdoor has partnered with Trees for Cities to support urban greening initiatives. For each digital screen

installed, the applicant will fund the planting of a street tree at an agreed location within the borough, in consultation with the local authority.

10. Across Britain, an average of 58 street trees are removed daily, with approximately 150,000 lost since 2010. This decline has significant implications for urban environments, where 80% of the population



- resides. Street trees play a vital role in improving air quality, mitigating flood risk, and reducing the urban heat island effect. Their removal exacerbates environmental challenges and impacts public health and wellbeing. Maintaining and enhancing urban tree cover is therefore essential to creating sustainable, resilient communities and supporting national and local policy objectives.
11. The applicant has partnered with Trees for Cities to enhance urban greening by planting street trees across the UK. A key aspect of this initiative is ensuring long-term maintenance, which Trees for Cities provides through ongoing care programs. Since October 2016, this partnership has delivered measurable benefits to communities, including improved air quality and enhanced public spaces. As part of our commitment to sustainability, for each digital screen installed, a new street tree will be planted within the borough in consultation with the local authority.
12. To deliver this commitment, the applicant has partnered with Trees for Cities, a leading charity focused on urban greening initiatives. The organisation works to plant street trees and transform underused spaces into vibrant, sustainable environments, improving air quality and enhancing the character of urban streetscapes.

13. The proposed digital freestanding unit has been designed to meet evolving user requirements and advances in display technology, ensuring its role as a key component of modern street furniture within the public realm. The unit will be available in either single-sided or double-sided configurations to provide flexibility in deployment across varied urban environments.
14. Each display will comprise a high-quality Liquid Crystal Display (LCD) measuring approximately 1,635mm in height and 924mm in width. In accordance with British Standards, the screen will be positioned behind 9mm of toughened laminated safety glass to ensure durability and public safety. Where a single-sided configuration is proposed, the reverse of the unit will incorporate a non-advertising, non-illuminated panel reserved for Council or community messaging.
15. The primary function of the digital display is to accommodate static advertising content; however, the design also supports the provision of public information, charity campaigns, and emergency incident messaging. This multi-purpose capability ensures that the unit contributes positively to community engagement while maintaining compliance with relevant planning and safety standards.



Digital Freestanding Unit, Liverpool City Council

16. Our screens are proudly manufactured in the UK by Amscreen at their state-of-the-art facility in northern England. Backed by a network of over 12,000 installations and more than two decades of expertise, Amscreen is a trusted leader in digital display technology. Each unit combines advanced engineering with sleek, functional design—delivering durability, performance, and visual appeal for modern urban environments.
17. The proposed digital display will primarily serve advertising purposes but is also designed to support public communications, including charity and community messaging, public service alerts, local elections, public health campaigns, and emergency notifications. In addition, not-for-profit organisations will have access to the screens for their initiatives, and local businesses will be offered discounted advertising rates to promote economic vitality within the area. Through its

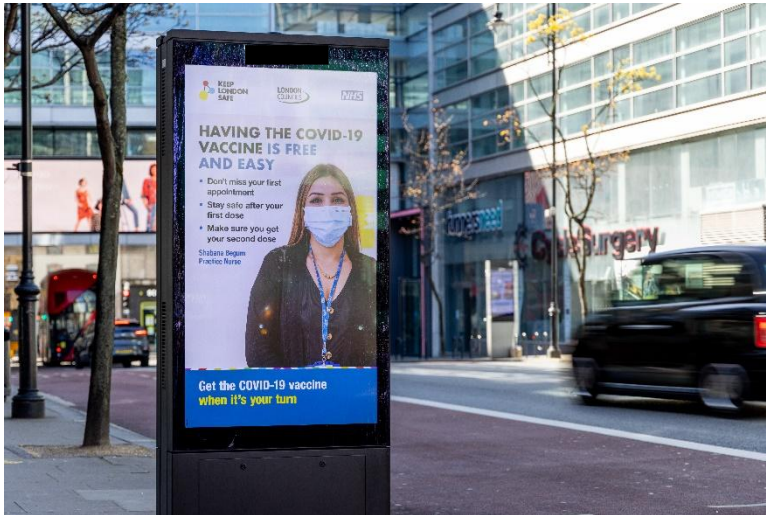
advertising function, the digital unit will generate Business Rates revenue, contributing to the delivery of essential Local Authority services.

18. In accordance with established industry standards, the proposed digital display will present static advertising content, with each image displayed for a minimum duration of ten seconds. Transitions between advertisements will occur without fading or swipe effects, ensuring compliance with recognised best practice. The unit incorporates an automated luminance control system, which adjusts brightness in response to ambient light conditions, in line with the latest guidance issued by the Institution of Lighting Professionals. To maintain operational integrity and public safety, the display is supported by a comprehensive remote diagnostics monitoring system (RDM) and a secure remote Content Management System (CMS), enabling continuous performance oversight and efficient content management.

19. The proposal includes provisions for the Council, charitable organisations, and community groups to utilise the advertising displays within the proposed freestanding units for their own communications. This facility will support a range of public interest messaging, including Local Authority service announcements, election-related campaigns, public health information, and emergency alerts. In addition, a dedicated allocation of display time will be reserved for charitable and not-for-profit initiatives, ensuring that these screens contribute positively to community engagement and social value. Further details and examples of such campaigns are provided in the accompanying documentation.



International Women's
Day, Wigan Council



NHS – Covid-19, London

Borough of Camden

Endorsement of Freestanding Unit Development

20. Bauer Media Outdoor has extensive experience installing digital freestanding units in urban centres across the UK. While some concerns have been raised regarding the brightness of digital displays compared to traditional paper-based advertisements, these concerns can be effectively addressed through appropriate conditions, which are detailed later in this planning statement.

21. To provide context, recent appeal decisions demonstrate that digital displays, when properly managed, are not inherently brighter or more intrusive than existing internally illuminated formats. The following examples illustrate this point:

22. Birmingham City Council – Appeal Ref: APP/P4605/Z/18/3204927

“The proposed advertising display would be digital and internally illuminated but this would not necessarily make it brighter or more prominent in the street scene than the existing display which is also internally illuminated.”

23. East Hertfordshire District Council – Appeal Ref: APP/J1915/Z/18/3208972

“Although they would be digital and internally illuminated, this would not necessarily make them brighter or more prominent in the street scene than the existing display which is also internally illuminated.”

24. London Borough of Hillingdon – Appeal Ref: APP/R5510/Z/16/3157043

“Whilst I can appreciate the Council’s concerns, there is no technical reason why digital displays should be any brighter or more intrusive than a conventional advertisement display unit with internal fluorescent lighting.

25. London Borough of Islington – Appeal Ref: APP/V5570/Z/17/3169006

“I accept that this form of display technology is increasingly common in major urban areas, and I see no reason why it should be any brighter or more intrusive than some other forms of display such as those with fluorescent lighting.”

26. These decisions consistently confirm that, when operated correctly, digital displays do not exceed the brightness or prominence of traditional illuminated advertisements. Perceptions of increased brightness often stem from historical comparisons with older technologies rather than actual performance. The proposed units will comply with industry standards for luminance control, ensuring they remain appropriate for their setting and do not adversely affect visual amenity.

Development Control Framework

27. The display of advertisements is regulated under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, which establish a streamlined consent process within the planning system. In exercising its powers, the Local Planning Authority (LPA) must act in the interests of amenity and public safety, having regard to:
- (a) the provisions of the development plan, insofar as they are material; and
 - (b) any other relevant considerations.
28. For the purposes of amenity, relevant factors include the general characteristics of the locality, such as the presence of features of historic, architectural, cultural, or similar interest. While development plan policies are material to the assessment, they cannot, in isolation, be determinative of the outcome. The LPA's decision must therefore balance these considerations to ensure that advertisements are appropriately sited and designed in relation to their surroundings.
29. Unlike typical advertisement proposals, this application relates to a freestanding unit. As such, it raises additional considerations under the Town and Country Planning (Control of Advertisements) Regulations 2007, which the Local Planning Authority must assess alongside amenity and public safety requirements.

National Planning Policy Framework (NPPF)

30. The National Planning Policy Framework (NPPF) sets out the government's planning policies for England and explains how they should be applied. It provides a framework for local policy makers and is a key factor in planning decisions, with a presumption in favour of sustainable development.

31. Sustainable development is defined in Paragraph 7 of the NPPF as:

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

To achieve this, the NPPF identifies three interdependent objectives (Paragraph 8):

Economic objective – Build a strong, responsive, and competitive economy by ensuring sufficient land of the right type is available in the right places at the right time to support growth, innovation, and productivity, and by coordinating infrastructure provision.

Social objective – Support strong, vibrant, and healthy communities by providing a sufficient number and range of homes, and by fostering well-designed, safe, and accessible places that meet current and future needs.

Environmental objective – Protect and enhance the natural, built, and historic environment, make effective use of land, improve biodiversity, use resources prudently, minimise waste and pollution, and mitigate and adapt to climate change, including moving to a low-carbon economy.

32. The NPPF, in Part 6, emphasises creating conditions that enable businesses to invest, grow, and adapt to changing commercial challenges. Paragraph 85 highlights

that “significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.” This principle underpins the importance of fostering British innovation, which drives competitiveness and long-term economic resilience.

33. Part 8 of the NPPF encourages the creation of healthy, safe, and inclusive communities. Paragraph 96 highlights the importance of promoting social interaction by designing active, accessible streets that foster community engagement. These measures aim to reduce crime and the fear of crime, helping to maintain quality of life and strengthen community cohesion.

34. Our proposal supports this objective by introducing well-designed digital freestanding units that enhance the public realm without compromising accessibility or safety, contributing to vibrant and active streetscapes.

35. The NPPF places strong emphasis on creating high-quality, sustainable development that enhances communities. Paragraph 135 sets out key principles for achieving well-designed places. Developments should function effectively over their lifetime, contribute positively to the area’s quality, and be visually attractive through good architecture and landscaping. They must respect local character while allowing innovation, foster a strong sense of place, optimise site potential for mixed uses and green spaces, and ensure safety, inclusivity, and accessibility. These principles underpin our proposal and demonstrate its alignment with national policy objectives.

36. The partnership with Trees for Cities delivers a clear environmental benefit alongside the digital freestanding unit development. For every digital screen installed, a new street tree will be planted in a suitable location within the borough,

agreed in consultation with the Council. This initiative enhances urban character and supports national policy objectives for green infrastructure. In line with Paragraph 136 of the NPPF, a long-term maintenance plan for these trees will be developed in collaboration with the local authority's highways and tree officers, ensuring their continued health and contribution to the public realm.

37. The freestanding unit incorporates either a single-sided or double-sided advertisement display. Under the Advertisement Regulations (2007), planning assessment focuses solely on two factors: visual amenity and public safety. This principle is reinforced by the National Planning Policy Framework (NPPF), which states:

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

(Para 141)

38. In practice, this means that decisions should prioritise the advertisement's impact on the surrounding environment and its safety implications, rather than other planning considerations.

39. Ideally, new development should be located away from designated heritage assets and other sensitive areas. However, the continued growth and intensification of urban environments often necessitates development in proximity to such assets. This does not preclude development, provided that a proportionate and robust assessment process is undertaken. In accordance with Paragraph 200 of the National Planning Policy Framework (NPPF), the application must include a

description of the heritage asset that reflects its level of significance, supported by relevant historical records and evidence. The assessment should consider the asset's significance and the degree to which the proposed development may affect that significance. Where the proposal would result in less than substantial harm to a designated heritage asset, Paragraph 208 of the NPPF requires that this harm be weighed against the public benefits of the scheme, which may include economic, social, and environmental improvements.

Planning Policy Guidance (PPG)

40. Planning Policy Guidance (PPG) provides clarity on how national policies and regulations are applied within the planning system. For this proposal, guidance on Advertisements and Heritage is particularly significant, as these areas directly influence compliance with amenity, public safety, and the protection of historic assets.

Advertisements

41. This application requires express advertisement consent as it falls outside the classes specified in Schedules 1 and 3 of the Advertisement Regulations 2007. All advertisements are subject to the standard conditions set out in Schedule 2 of the Regulations, which include:

- Advertisements must not be displayed without the permission of the site owner (including the highway authority if on highway land).
- Advertisements must not obscure or hinder interpretation of official transport signs or create hazards.
- Advertisements must be maintained in a condition that preserves visual amenity.

- Hoardings or structures must be kept in a condition that does not endanger the public.
- If an advertisement is removed, the site must remain safe and visually acceptable.

42. As detailed in Paragraph 141 of the National Planning Policy Framework (NPPF), Regulation 3 requires local planning authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the development plan and other relevant factors.

Amenity

43. Amenity is not exhaustively defined in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Regulation 2(1) includes both aural and visual amenity, while Regulation 3(2)(a) highlights factors such as the general characteristics of the locality and the presence of historic, architectural, cultural, or similar features.

44. In practice, local planning authorities (LPAs) interpret amenity as the impact on visual and aural quality within the immediate neighbourhood—where residents or passers-by will notice the advertisement. When assessing amenity, LPAs should consider:

- The scale and design of the advertisement in relation to local features.
- Whether the locality includes scenic, historic, or architectural elements.

45. For example, a large poster-hoarding may be refused if it dominates a group of listed buildings, but could be acceptable in an industrial or commercial area with large buildings and main highways, where it would not harm visual amenity.

Advertisements are designed to attract attention; however, their placement near locations requiring heightened driver focus—such as junctions, roundabouts, pedestrian crossings, approaches to low bridges, or level crossings—can increase safety risks. Conversely, advertisements situated in commercial or industrial areas, displayed as shop fascia signs, name boards, trade signs, or standard poster panels, and positioned away from elevated sightlines are less likely to create road safety concerns.

Heritage

46. According to the National Planning Policy Framework (NPPF), any assessment of development affecting a heritage asset should consider the asset's significance and evaluate how the proposal may impact its setting and visual amenity. Planning Practice Guidance (PPG) reinforces this principle by providing detailed advice on balancing potential harm with public benefits to ensure heritage assets are appropriately protected while enabling sustainable development.
47. It is essential to note that the concept of "significance" is central to heritage assessments. According to the National Planning Policy Framework (NPPF), significance refers to the value of a heritage asset to present and future generations because of its heritage interest. This value derives not only from the asset's physical presence but also from its setting. Understanding significance ensures that planning decisions appropriately balance heritage conservation with sustainable development objectives.

48. As the guidance states, “Heritage assets may be affected by direct physical change or by change in their setting.” A full assessment of potential impacts is therefore required to understand the significance of the asset. This assessment should be undertaken at an early stage to inform and support the development process.
49. National guidance confirms that all heritage assets possess a setting, although the extent of that setting can vary considerably. The guidance provides a broad definition and establishes best practice, noting that “the extent and importance of setting is often expressed by reference to the visual relationship between the asset and the proposed development and associated visual or physical considerations.” This principle is fundamental in determining appropriate locations for development within the streetscape, ensuring that proposals respect the character and significance of heritage assets. In accordance with the National Planning Policy Framework (NPPF), significance derives not only from the physical presence of a heritage asset but also from its setting, which must be carefully considered as part of the planning process.
50. Where harm is identified, it should be weighed against the proposal’s economic, social, and environmental benefits, as well as its alignment with national and local policy. These benefits deliver significant public value.

Streetscape Guidance

51. When installing street furniture, it is essential to assess its impact on pedestrian flow and ensure it integrates seamlessly with existing elements. The Department for Transport’s guidance, Inclusive Mobility, provides best-practice principles for urban areas, including maintaining clear footway widths and prioritising accessibility for all users.

52. The Department for Transport's Inclusive Mobility guidance (December 2021) emphasises that designs for disabled people should meet the highest possible standards (Section 3.1). For street furniture such as advertising freestanding units, the guidance recommends maintaining a clear footway width of at least 2000mm wherever possible (Section 4.7). If this is not feasible, a width of 1500mm is acceptable, with an absolute minimum of 1000mm over short distances (Section 9.3). These standards ensure safe and accessible movement for all pedestrians.
53. The design of the advertising freestanding unit complies with the Department for Transport's Inclusive Mobility guidance (Section 4.7), which recommends that street furniture should be clearly visible within its surroundings. To achieve this, the unit incorporates tonal and colour contrast with the local environment, ensuring it is easily identifiable and does not pose a hazard to pedestrians.
54. The proposed digital display has been designed to maintain pedestrian access in accordance with the minimum width requirements set out in the Department for Transport's Inclusive Mobility guidance.

55. The Council's Local Plan sets out clear objectives to promote sustainable development across the Borough, in line with the principles of the National Planning Policy Framework (NPPF). Policy SP0 emphasises the need for environmentally responsible and economically viable infrastructure improvements. This proposal for the relocation of a digital freestanding unit delivers on these objectives by relocating an existing digital freestanding advertisement. The development supports sustainability through reduced material waste, enhanced durability, and integration with urban greening initiatives, ensuring economic, environmental, and social benefits for the community.
56. SP11 issues the desire for Haringey to enhance their public realm. The Policy states the desire for "*...creating well-connected and high quality public realm that is easy and safe to use*" (SP11).
57. The Council's supporting documentation sets out clear requirements for developments. Policy SP11 further states: 'All new development should enhance and enrich Haringey's built environment and create places and buildings that are high quality, attractive, sustainable, safe and easy to use' This proposal fully complies with these requirements. The design aligns with national, regional, and local policies, including SP11, Design, and integrates seamlessly with the public realm.
58. This proposal aligns with the Council's overarching objectives by integrating green infrastructure as a core element of sustainable development. The Local Plan emphasises that green infrastructure is essential for creating healthy, attractive, and resilient communities. In accordance with the Council's Green Policy and its

partnership with Trees for Cities, the scheme delivers environmental benefits alongside modern digital infrastructure. For each digital screen installed, a new street tree will be planted within the borough, supporting biodiversity and enhancing the public realm.

59. The proposal complies with SP12, which requires developments to safeguard the significance of Listed Buildings and Conservation Areas. To achieve this, the design and siting of each freestanding unit have been carefully considered to ensure compatibility with the historic streetscape and to avoid adverse impacts on heritage assets.

60. In accordance with Policy saved policy of the UDP, Haringey requires that all advertisement displays are assessed on their individual merits. This assessment must consider compliance with the principles set out in Policy UD10.

61. These principles ensure that advertisements are appropriately sited and designed, taking into account factors such as visual amenity, public safety, and the character of the surrounding environment.

62. Bauer Media Outdoor and Haringey are working in partnership to modernise the borough's freestanding advertising unit estate in accordance with national and local planning objectives. The Council has reviewed and approved the proposal following detailed consideration due to the borough's growing need for high-quality street furniture. Upgrading and maintaining the advertising estate will support the Borough's strategic aims, particularly in its busiest areas, while respecting local character and heritage assets. This initiative will deliver tangible benefits for residents and visitors through improved infrastructure and enhanced public realm.

63. The application site is located to the north of the borough, near the junction of High Road and Gladstone Avenue. The existing unit is to the north of the junction, while the proposed location is to the south. The adjacent buildings are set back from the road, creating space for a relatively wide pavement that accommodates lampposts, cycle hoops and bins as coordinated street furniture.
64. The proposal seeks to relocate the existing freestanding unit contained in a new footprint, maintaining its established use in a more suitable position in terms of public safety and pedestrian flow. The design will provide a modern, high-quality structure that aligns with current standards while preserving its functional role.
65. The surrounding area is mixed in character, comprising a range of commercial and retail facilities. Architectural styles vary and contribute on the whole neutrally to the streetscape. The site is outside a Conservation Area and does not affect the curtilage or setting of any Listed Building; therefore, a Heritage Statement is not required. The proposed advertisement will reflect and complement the local character through its design and build quality.
66. The proposed unit is positioned away from pedestrian crossings and traffic signals, and the pavement width supports existing infrastructure such as bus shelters, bins and cycle hoops. The repositioning will not impede pedestrian movement or compromise public safety. Operational conditions will be applied to ensure continued compliance with national and local standards.

67. The following conditions are proposed to maintain compliance with the approved operation and mitigate any concerns relating to visual amenity and public safety. They have been drafted in accordance with the six tests for planning conditions under the NPPF and include the standard provisions set out in Schedule 2 of the Town and Country Planning (Control of Advertisements) Regulations 2007.

1 - That the display of the advertisement (s) shall be permitted for a period of five years from the date of this decision.

2 – The Standard Conditions (Schedule 2, Regulation 2(1))

2.1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

2.2. No advertisement shall be sited or displayed so as to—

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

2.3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

2.4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

2.5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: The conditions are imposed by virtue of the Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3 - There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.

Reason: In the interests of amenity and in order to retain effective planning control.

4 - In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night-time luminance value set out in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective planning control

5 - In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

6 - Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

7 - The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

Reason: In the interests of amenity, public safety and in order to retain effective planning control

68. This application seeks advertisement consent for the removal and relocation of a double-sided digital freestanding unit. The unit will be constructed from high-quality, durable materials designed for long-term use in the public realm. The proposed location has been carefully selected to complement the local streetscape and will ensure a consistent and modern approach to street furniture across the borough.

69. By integrating digital screens with urban greening initiatives, this proposal meets key objectives of the National Planning Policy Framework and the Council's Local Plan. It delivers sustainability through reduced material waste, economic growth, and environmental enhancements, including street tree planting, thereby improving community wellbeing and the quality of the public realm.

70. This statement and enclosed documentation demonstrate how the proposal meets national and local planning requirements. If further clarification is needed, we are available to assist promptly.

Application Form

Planning Statement

Location Plan

Site Plan

Proposed Digital Freestanding Unit Elevations