
Appeal Decision

Site visit made on 19 November 2024

by Paul Griffiths BSc(Hons) BArch IHBC

an Inspector appointed by the Secretary of State

Decision date: 11th December 2024

Appeal Ref: APP/U5360/Z/24/3345987

Bayfern House, 32 Shoreditch High Street, London E1 6PG

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Blow Up Media UK Ltd against the decision of the Council of the London Borough of Hackney.
 - The application Ref.2024/0247, dated 9 February 2024 was refused by notice dated 29 May 2024.
 - The advertisement proposed is a temporary decorative scaffold shroud printed on to PVC and comprising a 1:1 image of the building façade incorporating two inset advertising areas for poster designs each measuring 6.9 x 6.8 metres.
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Decision

1. The appeal is dismissed.

Main Issue

2. This is the impact of the advertisement display proposed on amenity.

Reasons

3. Bayfern House, No.32 Shoreditch High Street is located on a prominent corner at the junction of Commercial Road and Shoreditch High Street. It has a traditional format with shopfronts at ground floor and regularly spaced window openings serving the three floors above. The building lies within the South Shoreditch Conservation Area and being of a traditional arrangement, reflective of the historic form of the area, it is a positive contributor to the character and appearance of the conservation area.
4. Notwithstanding the image of the building that would be incorporated, the scaffold mounted shrouds, with their relatively large inset advertising areas, would introduce an element of temporary appearance, that would obscure important elements of the building, notably the window openings behind the inset advertising areas. On that basis, I take the view that the proposal would detract from the traditional format of the building itself and the positive contribution the building makes to both the character and appearance of the conservation area. As such, the proposed advertisement display would have a negative effect on amenity. Paragraph 141 of the National Planning Policy Framework (the Framework) tells us, the quality and character of places can suffer when advertisements are poorly designed and sited.
5. It is said that the scaffold shroud with inset advertisements is intended to provide cover for essential maintenance and repair works to the frontages of

the building and its roof. However, the building has an extensive planning history relating to various advertisements proposed, and in some cases approved, for installation on the building, for the purpose of obscuring works of repair and maintenance that appear not to have then taken place. Against that background, I am not persuaded that this situation will not recur if express consent were to be granted in this case.

Conclusion

6. On that overall basis, the appeal fails.

Paul Griffiths

INSPECTOR