



Appeal Decision

Site visit made on 10 December 2024

by Alison Scott (BA Hons) Dip TP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 27th January 2025

Appeal Ref: APP/U5360/H/24/3353475

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 (as amended) against a failure to give notice within the prescribed period of a decision on an application for express consent to display an advertisement.
 - The appeal is made by BLOW UP MEDIA UK LTD against the Council of the London Borough of Hackney.
 - The application Ref is 2024/1419.
 - The advertisement proposed is Temporary decorative scaffold shroud wrap printed onto PVC and comprising a 1:1 image of the building façade with an inset advertising and information area measuring 6.8 x 6.9 metres (optional lighting of inset area).
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. Since the appeal was submitted, a revised National Planning Policy Framework (the Framework) has been published. This has not raised any new matters which are determinative to the outcome of this appeal.
3. The Council failed to come to a recommendation for the proposed advertisement within the required timeframe and therefore an appeal against non-determination has been lodged by the appellant. The Council have indicated that had they come to a decision on the proposal, it would have been recommended for refusal. This is based on its effect upon the amenity of the area.
4. As this appeal relates to an advertisement consent, in accordance with the Regulations¹, their effect on amenity and public safety are the only matters to consider. Therefore, I have taken into account the provisions of the development plan so far as they are material.

Main Issue

5. The main issue is the effect of the proposed advertisement on amenity.

Reasons

6. The appeal site is located within the South Shoreditch Conservation Area. Its significance derives from the longstanding relationship with the furniture and printing industries of the mid-late 19th century. Street names echo this correlation. Former warehousing and factory buildings retain a close visual link to its historical past. Overall, a rich and diverse tapestry of build form encapsulates the CA. The

¹ Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

appeal building takes on the traditional characteristics of a decorated Victorian building contributing positively to the significance of the CA. The appeal building is a prominent four storey corner turner with Commercial Street. Commercial use occupies the ground floor and vacant residential flats above.

7. The submitted condition survey details the extent of works required to be undertaken to the building, especially to the roof that has decayed through years of neglect. The shroud with advertisement would be required whilst works are undertaken.
8. The shroud would enhance the proposed scaffolding. It would depict the image of the building behind which is characterful and is a positive contribution to the character and appearance of the CA. The advertisement would be positioned to the northeast elevation only, facing Shoreditch High Street. Proportionately it would screen a significant amount of this decorated shroud façade which is the most prominent elevation. Whilst there is optional lighting proposed to the advert area, this would only serve to draw attention to its prominence. The advert would be experienced from several public viewpoints within the CA. Given the building is experienced from many viewpoints within the CA, it would integrate poorly into its environment and result in a deleterious effect upon its character and appearance. It would therefore fail to preserve or enhance the character or appearance of the CA.
9. I am aware of the advice contained in the Planning Practice Guidance 3 which states that buildings which are being renovated or are undergoing major structural work and which have scaffolding or netting around them may be considered suitable as temporary sites for shroud advertisements or large 'wrap' advertisements covering the face, or part of the face of a building. There is an extensive history of consents associated with this appeal relating to various adverts attached to scaffolding dating from 2008, some allowed on appeal. These have associated with the building's repair and predicated on the basis that it would improve the condition of the building whilst repairs are carried out. Whilst I have considered the appeal decisions before me, which are material, all things considered, and according to the condition survey, the building continues to decay. I am not convinced that this situation would not recur if express consent were to be granted in this case.
10. The Council has referred to various policies of the London Plan (2016), Hackney's Core Strategy (2010) and Hackney Development Management Local Plan (2015) (LP) and the Hackney Shopfront Design Guide (SPD). I have taken into account the provisions of the development plan which are material only in so far as they relate to design quality, adverts and safeguarding heritage assets.

Conclusion

11. For the reasons given above and having had regard to all other matters raised, the appeal is dismissed, and advertisement consent is refused.

Alison Scott

INSPECTOR

