



Appeal Decision

Site visit made on 22 April 2025 by E Street BSc (Hons) MSc

Decision by John Morrison BA (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 23 May 2025

Appeal Ref: APP/H5960/Z/25/3359142

244 York Road, Wandsworth, London SW11 3SJ

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Clear Channel UK against the decision of the Council of the London Borough of Wandsworth.
 - The application Ref is 2024/3471.
 - The advertisement proposed is described as the installation of internally illuminated 48-sheet D-Poster advertisement.
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Decision

1. The appeal is dismissed.

Appeal Procedure

2. The site visit was undertaken by a representative of the Inspector whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Preliminary Matters and Main Issue

3. The description on the application form differs to the decision notice. There has been no agreement by the appellant for this change. I am satisfied that the description on the former, from which I have omitted the additional superfluous explanation as to its effects and used it above, accurately describes the proposal.
4. The 2007 Regulations referred to above set out the relevant considerations for this type of appeal which are amenity and public safety. The Council do not have concerns surrounding public safety. I have no reason to disagree with their conclusions. My recommendation therefore focusses on the effect of the advertisement on visual amenity, which is the main issue of the appeal.

Reasons for the Recommendation

5. The appeal site is an end of terraced building which features a commercial unit on the ground floor and what appears to be a residential use on the upper. The wider buildings in the row follow this pattern with modest signage which sits above shop frontages on the ground floor. The area includes other residential units and some large commercial ones. These features combine to form a mixed but ordered and thus pleasant street where adverts are consistently subservient which has a positive influence on the character and appearance of the area.

6. The appeal scheme is to be situated on a blank elevation in which its larger scale would be exacerbated by being on a prominent street corner. The signage would subsume the side elevation and obscure it in its entirety. Furthermore, it would interrupt the natural hierarchy and encroach into the residential upper floors by virtue of its size and retrofitting. The advertisement would also sit uncomfortably against the prevailing modest signage in both scale and positioning. Detrimently affecting the area's consistent qualities.
7. The levels of illuminance proposed would also detract from the pleasant and ordered street scene, highlighting the advert's incongruity. With this and the above in mind, the signage would be unacceptable in amenity terms, contrary to the 2007 Regulations. The Council has drawn my attention to Policies LP1, LP2 and LP9 of the Wandsworth Local Plan 2023 which seek to ensure that proposals are of a high quality with particular regard to amenity and public safety. The policies are a material consideration of the proposal and as a result of the above it would not sit appropriately with their aims. However, they have not been decisive.

Other Matter

8. The Council have referred to other examples of similar development which have been dismissed at appeal. Putting aside the scope of the aforementioned regulations, limited information has been provided on their finer details. Therefore, only very limited weight can be given to them.

Conclusion and Recommendation

9. Be the other matter as it may, I recommend that the appeal should be dismissed owing to its failure to be acceptable under the abovementioned regulations.

E Street

APPEAL PLANNING OFFICER

Inspector's Decision

10. I have considered all the submitted evidence and my representative's report and on that basis the appeal is dismissed.

John Morrison

INSPECTOR