

---

## Appeal Decision

Site visit made on 26 March 2025 by T Mansfield

### Decision by L McKay MA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 23 June 2025

---

### Appeal Ref: APP/E5330/Z/24/3357142

#### 131 Greenwich High Road, Greenwich, SE10 8JA

- 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 Infinity Outdoor Ltd against the decision of Royal Borough of Greenwich.
  - The application Ref is 24/1657/A.
  - The advertisement proposed is display of 1 illuminated advertisement banner measuring 6m (height) 10m (width) set within a 1:1 façade replication shroud for a temporary period.
- 

### Decision

1. The appeal is allowed and express consent is granted for the display of 1 illuminated advertisement banner measuring 6m (height) 10m (width) set within a 1:1 façade replication shroud at 131 Greenwich High Road, Greenwich, SE10 8JA in accordance with the terms of the application, Ref 24/1657/A. The consent is subject to the five standard conditions set out in Schedule 2 of the Regulations and the additional conditions set out in the following Schedule.

### 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

3. The control of advertisements is exercisable only in the interests of amenity and public safety. Regulation 3 states that powers in this regard shall be exercised taking into account the provisions of the development plan, so far as they are material, and any other relevant factors.
4. The Council has concluded that the advertisement would be acceptable in terms of public safety and, from the evidence before me, I have no reason to disagree, subject to the conditions listed in the following Schedule.

### Main Issue

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

### Reasons for the Recommendation

6. The appeal site is located on Greenwich High Road, one of the three main streets that make up the Ashburnham Triangle Conservation Area (ATCA). This area derives considerable significance from the layout of these streets and their

enclosure of a residential area of Georgian and mid-Victorian properties. Whilst the character of these boundary streets is more mixed through the presence of commercial activity, they still play an important role in supporting townscape identity inside the triangle, particularly through the presence of buildings of early 19<sup>th</sup> century architecture that are identified in the Ashburnham Triangle Conservation Area: Character Appraisal (December 2008) as contributing age value. The appeal site, which retains much of its original Victorian architecture and detailing, contributes positively to the significance of the ATCA as a whole.

7. As it contains a commercial unit at ground floor, the appeal site hosts numerous existing advertisements. These are of varying form and include both freestanding and wall mounted signs, the latter of which are externally illuminated by LEDs attached to the building. Along the same side of Greenwich High Road as the appeal site there are more prominent, internally illuminated advertisements. These advertisements are taller and set above ground level, in keeping with the large scale of development on the street. Therefore, advertisements are common in the local area, including above ground level, although they are not as large as the inset proposed in this appeal.
8. The proposed scheme would install a shroud decorated with a 1:1 image of the building façade along with an area for advertisement and public information, for a temporary period whilst alterations are made to the building. The Planning Practice Guidance (PPG) advises 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 the building.
9. Advertisement consent was previously granted on the appeal site in 2022 for a proposal identical to the scheme currently being assessed. I note that the Council considers there to have been a change to the local context since this grant of consent, which appears to include improvements to the area and completion of further multi-storey development. I saw that there is large scale development around the appeal site, which is set against the backdrop of tall apartment blocks.
10. The proposed shroud would obscure views of the existing building during the period of works, which would diminish its positive contribution to the area, to the detriment of the character and appearance of the ATCA. I am however satisfied that the 1:1 image would cover a sufficiently large proportion of the building elevations to ensure that the architectural qualities of the host building would be represented during the period of construction.
11. The proposed advertisement inset would not be entirely out of character given the scale of local development and the elevated nature of advertisements on Greenwich High Road. However, it would be significantly larger than those other advertisements and, consequently, would stand out as a prominent feature in the street scene to the detriment of the character and appearance of the area and the ATCA. When balanced against the benefits of the 1-1 image however, overall, the proposal would result in limited harm to the ATCA and to visual amenity.
12. The appellant advises that traditional scaffolding and a blank shroud would be used as an alternative should the appeal be dismissed. While blank shrouds are a common feature in urban areas, it would be highly visible in this prominent corner location and would not have the benefits of the 1-1 image proposed here.

Therefore, it would result in similar harm to the character and appearance of the ATCA and to amenity as the appeal proposal in these particular circumstances.

13. The appellant has proposed illumination of the advertising area as an optional feature of the proposal. In principle, this would not be out of character given the existing illuminated nature of parts of the appeal site and other commercial signage on the street. During the hours of darkness however, the 1:1 building image would not be illuminated, and the proposed illumination would result in the advertisement section becoming the entirely dominant feature of the two aspects of the proposal. This would result in an adverse impact on the character and appearance of the ATCA. This could however be mitigated by a condition controlling the hours of illumination to times when more activity and other illumination can reasonably be expected on and around the appeal site.
14. Moreover, the shroud is only to be displayed for a temporary period, and this would further reduce the visual impact of the proposal to the point. I am satisfied that on balance, these factors would be sufficient to alleviate the residual harm identified.
15. Consequently, subject to conditions the proposed advertisement would preserve the character and appearance of the ATCA and would not harm amenity. In producing my recommendation, I have had regard to Policies DH3, DH(e) and DH(f) of the Royal Greenwich Local Plan: Core Strategy with Detailed Policies (adopted 2014) (the Core Strategy). Amongst other things, these policies seek to avoid adverse effects on amenity and heritage assets, with Policy DH(f) making direct reference to advertisements. Given that I have concluded that the proposal would have an acceptable effect on amenity and would preserve the character of the ATCA, the proposal accords with these policies.
16. The Council has also referred to Policies D3, D8 and HC1 of the London Plan (adopted 2021) and Policies DH1 and DH(h) of the Core Strategy in the decision notice, however these specifically refer to development. As advertisements are not development, these policies are not directly relevant to the proposal before me. Furthermore, as the Council acknowledges, the Royal Borough Greenwich Urban Design Guide Supplementary Planning Document (adopted 2023) does not explicitly discuss advertisement shrouds, and sections referred to me are not relevant to the proposal being assessed. These policies and guidance have therefore not been determinative in my recommendation.

## **Other Matters**

17. The Council has raised several concerns over information not provided at application stage, however the appearance of the LED lights is unlikely to have a detrimental effect on visual amenity for the period that they would be in place. Whilst this detail could have been secured by condition, given the temporary nature of the proposal I do not consider it necessary. Likewise, shrouds are hung from scaffolding and as such it is not necessary to have details on how the shroud will be attached, given that this detail is unlikely to be visible and that safety standards will need to be adhered to.
18. Furthermore, whilst the content of the image and public information has not been submitted, the PPG is clear that unless the nature of the advertisement is in itself harmful to amenity or public safety, consent cannot be refused because the local planning authority considers the advertisement to be misleading (in so far as it makes misleading claims for products), unnecessary or offensive to public morals.

In the interests of public safety, a condition is necessary to avoid any moving or apparently moving images or those that resemble traffic signs, however it has not been demonstrated that any other restrictions on content are justified.

### **Conditions**

19. In addition to the five standard conditions set out in the Regulations and the conditions mentioned above, it is necessary to define the temporary period of consent in order to provide clarity, particularly given the different display periods that have been put to me. I consider it reasonable to provide a maximum period of ten months, as this would cover for the longer length of time requested on the application form. Alongside this, I consider it necessary to specify when the shroud and advertisement must be removed.
20. It is also necessary to limit the size of the inset advertisement display to 6m x 10m, as applied for, and to limit the number of lights and the intensity of illumination, in the interests of visual amenity and the character and appearance of the ATCA.
21. The Council has suggested a condition requiring the appellant to notify them once the shroud is removed. It has not been explained why such a condition would be necessary to make the proposal acceptable and as such I do not recommend that it be imposed.

### **Conclusion and Recommendation**

22. For the reasons given above and having had regard to all other matters raised, I recommend that the appeal should be allowed subject to conditions.

*T Mansfield*

APPEAL PLANNING OFFICER

### **Inspector's Decision**

23. I have considered all the submitted evidence and my representative's report and agree with the reasoning and recommendation. On that basis the appeal is allowed subject to the conditions listed above.

*L McKay*

INSPECTOR

## **Schedule of Conditions**

- 1) The express consent hereby granted shall be for a maximum period of 10 months which shall begin on the date of commencement of the display or 3 months from the date of this decision, whichever is the sooner.
- 2) The advertisement and surrounding scaffolding shroud hereby granted shall be removed at the end of the period specified in Condition 1 or on completion of the maintenance and repair works described in the Schedule of Roof and Façade repairs by Cubed dated 14 May 2024, whichever is the sooner.
- 3) The inset advertising area hereby granted shall not exceed 6m (height) x 10m (width) and shall not be displayed other than at the same time as the 1:1 shroud image.
- 4) The advertisement hereby granted shall not display any moving, sequential or apparently moving images. It shall not display any images that resemble traffic signs, as defined in Section 64 of the Road Traffic Regulation Act 1984.
- 5) No more than 7 lights shall be used to illuminate the advertisement hereby granted and they shall be positioned as shown on drawing no 24/167/02. The intensity of illumination to the advertising area shall not exceed 300 candelas per square metre at any time.
- 6) The advertisement permitted by this consent shall not be illuminated other than between 0600 and either 2300 or the closing time of the commercial premises operating on the ground floor of 131 Greenwich High Road on any day, whichever is the earlier.