



Appeal Decision

Site visit made on 10 June 2025

by **C Livingstone MA(SocSci) (Hons) MSc MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 18TH July 2025

Appeal Ref: APP/U5930/Z/24/3357787

**Slip road verge off Green Man interchange, towards A12/Redbridge,
Waltham Forest E11 2PH**

- 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 Mrs Joanne Woodward, Marketing Force Limited, against the decision of Waltham Forest London Borough Council.
 - The application Ref is 242372.
 - The advertisement proposed is 1 verge midi static advertising sign.
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. A research study¹ and Government Road Collision Data (2022) were submitted in support of this appeal. However, I cannot be certain that all interested parties are aware of this information. Therefore, they would not be aware of the findings and its possible implications in relation to the proposal. The appeals procedural guide makes it clear that it is important that what is considered by the Inspector is essentially what was considered by the local planning authority, and on which interested individuals' views were sought. To do otherwise could unacceptably prejudice the interests of parties and on this basis, I have determined the appeal without taking this information into consideration.
3. In relation to advertisements, paragraph 141 of The National Planning Policy Framework 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".

Main Issues

4. The main issues are:
 - the effect of the advertisement on amenity;
 - the effect of the advertisement on public safety.

¹ Oviedo-Trespalacios et al, "The impact of road advertising signs on driver behaviour and implications for road safety: A critical systematic review," Elsevier (2019)

Reasons

The advertisement

5. The advertisement board would be approximately 2m high and 2.4 m wide with the base set 700mm above ground level. The advert would be supported by three posts and would be non-illuminated. The appellant advises that the advertisement would promote local businesses. The details submitted do not provide any detail as to the content of the advertisement, or that it would relate to the locality. The drawing titled 'TFL Midi-Static Sign Specification' shows an advertisement area illustrated with "ADVERTISE HERE" and a telephone number and e-mail address for marketing force.

Amenity

6. The appeal site is located at the Green Man roundabout, which is a large interchange between the A12 trunk road and several local roads. The area within and around the interchange includes mature trees and open verges that are grassed or block paved. The wider area is largely suburban comprising residential developments and parkland giving a semi-rural feel.
7. The advertisement would be positioned on a wide, open verge at the slip road on to the A12, where there are a number of lighting columns and highway signs. The land behind the verge is defined by an area of mature landscaping which connects to a pedestrian link below and residential development beyond. This is an attractive well-established suburban area, with no apparent commercial activity in the immediate vicinity. The proposed advertisement board would be out of place in this environment, and would make the roundabout more cluttered. The harm to the amenity of the area is not lessened by an absence of heritage assets.
8. For the reasons detailed above the proposed advertisement would have a harmful effect on the amenity of the area. I have taken into account Policy D4 of the London Plan 2021 (LonP) and Policies 45, 53 and 59 of the Waltham Forest Local Plan Part 1 Shaping the Borough 2020-2035 (WFLP) which seek to ensure the delivery of good design and require that signs respect the character of the area, avoid the creation of street clutter; and respond appropriately to their context in terms of scale, height and massing. Given I have concluded that the proposal would harm amenity, the proposal conflicts with these policies.

Public safety

9. As detailed above the advertisement board would be located on a large roundabout which marks a convergence point of a busy trunk road, several local roads and pedestrian routes. It therefore carries substantial levels of traffic compared to most situations on the suburban fringe. Nevertheless, highway engineering has produced a geometry that provides for a safe transit through the junctions for motorised traffic, whilst also catering for pedestrians, at least to the extent of the provision of pedestrian links under the roundabout. Beyond the slip road, there is some complication with the highway becoming a red route clearway and some road users are prohibited; there are signs at the entrance of the slip road to notify road users of this.
10. In their consultation response the Highways Officer notes that the placement of the sign could mean that drivers may miss the information on the prohibition sign on

the other side of the road which includes vital information for the safety of pedestrians, cyclists and other public highway users. However, TfL's Guidance for Digital Roadside Advertising and Proposed Best Practice (2013) was submitted in support of the proposal and the appellant quotes its findings, which stated that that: *"Based on the literature review and on our own knowledge and experience of the field it is considered that there is no demonstrable proof that advertisements cause traffic collisions"*. As such, there is compelling evidence before me to demonstrate that while advertisements attract attention they do not necessary distract highway users.

11. Based on the evidence before me proposed advertisement would have a not have a harmful effect on public safety. I have taken into account Policies 53 and 59 of the WFLP which seek to provide appropriate safe and legible physical and visual connections that knit well into surrounding streets, routes and public realm. They also require that advertisements are well integrated into the public realm allowing for ease of pedestrian access and highway safety. Given I have concluded that the proposal would not harm public safety, it does not conflict with these policies.
12. Policy D4 of the LP relates to the delivery of good design and Policy 45 of the WFLP relates to the principle of shopfront and signage proposals and are not a material consideration in my assessment of the advertisement in regard to highway and public safety.

Other Matters

13. My attention has been drawn to several appeals where the inspector found that the advertisement would harm the amenity of the area. In these examples the roundabouts were mostly smaller and appeared to be within a suburban location. However, each appeal is determined on its own merits and identified harm in these contexts does not remove the potential for harm in other locations.
14. The appellant has also provided several examples of appeals where the Inspector found that the advertisements would not harm amenity. In these examples the Inspector found that the appeal sites were commercial or industrial in nature or the areas principle and over-riding character in the immediate vicinity was defined by traffic management. For the reasons detailed above I am not certain that the examples provided reflect the circumstances in the appeal before me.

Conclusion

15. For the reasons given above the appeal should be dismissed.

C Livingstone

INSPECTOR