

---

## Appeal Decision

Site visit made on 16 June 2025

**By SJ Desai BSc MSc MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 18 July 2025

---

**Appeal Ref: APP/X5990/Z/25/3364292**

**13-14 Dean Street, London W1D 3RS**

- 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 Infinity Outdoor Ltd against the decision of the Council of the City of Westminster.
  - The application Ref is 25/00652/ADV.
  - The proposed advertisement is described as “Temporary display of an image representing a stage opening its curtains to reveal a 1:1 replica façade building wrap to the west elevation incorporating non-illuminated static advertisement measuring 4.7m x 6.9m (Landscape) for a period of 6 months”.
- 

### Decision

1. The appeal is allowed, and express consent is granted for temporary display of an image representing a stage opening its curtains to reveal a 1:1 replica façade building wrap to the west elevation incorporating non-illuminated static advertisement measuring 4.7m x 6.9m (Landscape) for a period of 6 months at 13-14 Dean Street, London W1D 3RS in accordance with the terms of the application ref: 25/00652/ADV. The consent is for six months from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations and the following additional condition:
  1. The advertisement shown on the approved drawing 250121-4 REV 1 may be displayed from the date of this decision for a period of six months, after which it shall be removed in its entirety.

### Procedural Matters

2. I have determined the appeal on the basis of the description of the proposed advertisement contained within the application form, which I have used above, as it more accurately describes the proposal. For the avoidance of doubt, I confirm that my determination of the appeal is based on the revised drawings submitted on the 25<sup>th</sup> February 2025.
3. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (the Regulations) and paragraph 141 of the National Planning Policy Framework (the Framework) state that advertisements should be subject to control in the interests of amenity and public safety. In this case, the Council has raised no issue with any issue of public safety and I have found no reason to disagree.

4. In accordance with the Regulations, I have taken into account the provisions of the development plan only in so far as they are material.

### **Main Issue**

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

### **Reasons**

6. The appeal site is located within the Soho Conservation Area (CA), whose special interest lies not only in its architectural heritage, but also its vibrant and diverse character created by residential neighbourhoods, creative and cultural uses and variety of small businesses. The site is also situated in close proximity to other designated heritage assets, including the Grade II\* listed 88 Dean Street and the Grade II listed 86 and 89 Dean Street. Together, these buildings form a cohesive group of Georgian properties featuring historic shopfronts. Their setting within the historic streetscape of Dean Street contributes to their heritage value, reinforcing their visual, contextual, and group significance.
7. In accordance with Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (the Act), I am required to pay special attention to the desirability of preserving or enhancing the character or appearance of conservation areas. I am also conscious of the need to have special regard to the desirability of preserving listed buildings and their setting.
8. The proposed shroud would depict a 'curtain reveal' image and a 1:1 rendering of the host building on its Dean Street elevation. It would also include an area of static, non-illuminated advertisement which would be positioned towards the lower levels of the elevation. The advertisement would be a modest part of the overall installation and would not overwhelm or dominate the remaining shroud area or the wider elevation.
9. I agree with the Council's assessment that the host building currently makes a neutral contribution to the character or appearance of the CA. Typical construction hoardings or blank shrouds can often appear stark, intrusive or visually disruptive in sensitive heritage settings. However, the proposal provides a more thoughtful and contextually appropriate intervention, which would add interest and contribute positively to the townscape during construction works.
10. The advertisement would be read in conjunction with other signage and advertisements, including high-level signage, present along Dean Street. The proposal would appear contextually appropriate and would not seem incongruous within the vibrant and diverse character of the street.
11. The advertisement would be partially visible in oblique views towards the listed buildings opposite the appeal site. As a result of its position, static, non-illuminated nature and its recessive form it would not compete with or detract from the architectural integrity or formal composition of the assets, preserving their significance. The setting of these listed buildings would not be adversely affected by the advertisement. Furthermore, the temporary and clearly transitional nature of the proposal would be immediately apparent to passers-by, thereby reinforcing its limited and short-term presence in the streetscape.

12. The Planning Practice Guidance (PPG) notes 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. Given the above, I consider that the appeal site is one such suitable occasion.
13. Taking all of the above into account, I find that the proposal would not appear inappropriate, intrusive, or harmful within its specific context. On the contrary, it would provide a creative, respectful, and temporary enhancement to the streetscape during a period of necessary works.
14. Accordingly, I conclude that the proposal would preserve the significance and setting of the designated heritage assets identified above and would not harm the amenity of the area. As far as it is material it would not conflict with Policies 38, 39 and 43(G) of the City of Westminster City Plan 2019-2040 (April 2021) or Policy 1 of the Soho Neighbourhood Plan (2021) which collectively seek to ensure that developments conserve and positively contribute to the townscape, streetscape and heritage assets of Westminster.

### **Conditions**

15. In addition to the standard conditions set out in the Regulations, and as requested by the Council, a further condition specifying the temporary period of consent, which reflects the time sought in the application, is necessary.

### **Conclusion**

16. For the reasons given above, I conclude that the display of the proposed advertisement would not be detrimental to the interests of amenity. The appeal is therefore allowed and express consent granted subject to the five standard conditions set out in the Regulations and an additional condition as set out above.

*SJ Desai*  
INSPECTOR