



Appeal Decision

Site visit made on Friday 8 August 2025

by **B J Sims BSc (Hons) CEng MICE MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 01 September 2025

Appeal Ref: APP/U5360/Z/25/3362645

Pavement, west side of Dalston Lane junction with Martel Place, London, E8 2NG.

- 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 Mr Richard Wilson, Clear Channel UK, against the decision of Hackney Council.
 - The application Ref is 2024/2617.
 - The advertisement proposed is the erection of a free-standing illuminated advertising panel with a single digital display.
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Decision

1. The appeal is allowed and express consent is granted for the erection of a free-standing illuminated advertising panel with a single digital display on the pavement, west side of Dalston Lane junction with Martel Place, London, E8 2NG, in accordance with the terms of the application, Ref 2024/2617 and Drawings Nos PY4419-037-013 and PY4419-037-ELEV/001. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations.

Main Issues

2. The main issues are the effect of the proposed amenity and public safety taking account of any cumulative impacts

Reasons

Amenity

3. The proposed advertising panel would be located on a relatively wide area of paved public footway, which accommodates several utility covers and a number of trees, as well as the Kingsland Shopping Centre sign. The street frontage on the opposite side of Dalston Lane is predominantly residential, but commercial uses are located on the western side of the Lane. Dalston Lane is a commercial thoroughfare and there is generally a steady flow of traffic over the adjacent railway bridge to the north.
4. The rectangular panel would be 1.082m wide by 2.577m high overall and 222mm thick. It would stand 3.9m from the footway edge and face southward along Dalston Lane. The illuminated display of 924mm by 1.635m would show images changing every 10 seconds but would include a graphic space for Council or community content. The displays would be turned off between midnight and 5am.

5. The proposed panel would be seen against the larger Shopping Centre sign set further back and away from the road. Otherwise, the proposed advertising panel would stand alone. I do not consider that the addition of the proposed panel would cumulatively result in an unduly cluttered visual impression or unacceptably contribute to a proliferation of street signage.
6. The display would introduce brightly lit, changing images where presently there are no such light sources. However, noting the relatively modest size of the display area and the commercial context the western frontage of Dalston Lane at this point, I do not consider that this effect would be significantly harmful.
7. In my view, the proposed panel is well and neatly designed and would not amount to an unacceptably incongruous or intrusive feature of the street scene.
8. Nor do I consider that the proposed advertising panel would harm the setting of the Graham Road and Mapledene Conservation Area (CA) to the east. The CA boundary follows the centre of Dalston Lane at this point so, in effect, the appeal site is separated from the protected area of special heritage value by the width of a quite busy highway.
9. Accordingly, with respect to amenity, I regard the proposal as aligned with the material provisions of the London Plan and of the adopted Hackney Local Plan (HLP) seeking high quality design for development and, in particular, LP7 of the HLP, requiring the design of advertisements to respect local character and context.
10. I am aware of the dismissal of appeal Ref APP/U5360/Z/24/3345181, wherein the railway bridge was noted as forming a definitive transition between two distinct areas of Dalston Lane. That is visibly the case. But that appeal was for the retention of an advertising sign fixed to, and protruding incongruously above, the north eastern wall coping of the railway bridge, notably within the CA boundary. That decision is therefore not truly comparable with the present case, which I determine on its own individual merits.

Public Safety

11. Facing southward along Dalston Lane, the changing illuminated displays on advertising panel could attract the attention of passing drivers approaching the railway bridge between 5am and midnight. I accept that this carries a degree of potential for driver or rider distraction.
12. However, given the strongly urban character of Dalston Lane, likely to result in heightened driver awareness and comparatively modest traffic speeds, I consider that the proposed panel, with the existing Shopping Centre sign, would constitute an accepted aspect of the street scene. I do not therefore believe that the advertising panel would give rise to significant cumulative risk to the safety of road users by way of undue distraction of road users
13. With respect public safety, I find that the proposed advertising panel would align also with the material requirements of the Policies D8 and T2 of the London Plan as well as PP1 and LP41-42 of the HLP for development to integrate safely into the public realm and achieve healthy streets.

Other Matters

14. I give no planning weight to the financial gain by way of income that the Council would derive from the commercial advertising panel. However, the provision of public information within the proposed display would produce a minor public benefit of material but far from decisive merit in favour of this appeal.

Conclusion

15. For the reasons explained in relation to amenity and public safety, I conclude that this appeal should be allowed and the consent sought granted, subject to the standard conditions of the 2007 Regulations.

B J Sims

INSPECTOR