



Appeal Decision

Site visit made on 2 September 2025

by Mr C J Tivey BSc (Hons) BPI MRTPI

an Inspector appointed by the Secretary of State

Decision date: 12 September 2025

Appeal Ref: APP/H5390/Z/25/3369880

110-112 Uxbridge Road, London W12 8LR

- The appeal is made under regulation 17 of the Town and Country Planning Act (control of advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Mr Giovanni Leuzzo, Infinity Outdoor against the decision of the London Borough of Hammersmith and Fulham Council.
 - The application Ref is 2025/00196/ADV.
 - The proposed advertisement is described as a temporary decorative scaffold shroud comprising a 1:1 image of the building facade with an inset advertising and information area measuring 8.5m x 6m for a period of 8 months.
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Decision

1. The appeal is allowed and consent is granted for a temporary decorative scaffold shroud comprising a 1:1 image of the building facade with an inset advertising and information area measuring 8.5m x 6m for a period of 8 months at 110-112 Uxbridge Road, London W12 8LR subject to the five standard conditions set out in the regulations and the following additional conditions:
 - 1) At least three weeks prior to the display of the advertisement hereby permitted, confirmation of the date of its display such shall be submitted to the local planning authority in writing. The advertisement shall be permanently removed and the use of the site for the display of advertisement discontinued 8 months after the first display of the advertisement.
 - 2) The proposed advertisement shall be erected in accordance with the dimensions and other details shown in Drawings 250122-2, 250122-4 and 250122-7.
 - 3) The intensity of the luminance of the advertisement shall be no greater than 300cd/m² during the hours of darkness and shall only be illuminated between the hours of 06:00 and 23:00hrs.
 - 4) The advertisement hereby consented shall only be displayed in conjunction with 1:1 photographic image of the building on the scaffold shroud as shown on the approved drawings.

Main Issues

2. The main issues are the effect of the proposal upon visual amenity, including upon both designated and non-designated heritage assets; and upon public safety.

Reasons

Visual Amenity

3. The appeal site is located at the junction of Uxbridge Road and Caxton Road opposite Shepherds Bush Green and located within the Shepherds Bush Conservation Area.
4. Uxbridge Road is predominantly commercial in character and much like the more residential Caxton Road, comprises a mix of vernacular architecture with a number of buildings deemed as buildings of merit (54 – 108 Uxbridge Road) located immediately to the east of the appeal site; and which can quite rightly be deemed to be non-designated assets.
5. The host building is in a poor state of repair and in dire need of renovation, with the proposed shroud and externally illuminated advertisement to be fixed to scaffolding. A programme of works was submitted with the appeal documentation that shows that a period of approximately eight months would pass from the erection of the scaffolding to the completion of the project, consequently advertisement consent is sought for that period.
6. I noted on my site visit that the majority of advertisements within the locality are immediately above shop fronts and therefore any advertisements above ground floor level would run counter to the prevailing pattern of advertisements within the locality. However, the Planning Practice Guidance (PPG) paragraph 005 Ref ID: 18b-005-20140306 stipulates that buildings which are being renovated or 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.
7. The principal elevation of the host building fronting Uxbridge Road, would solely be of a 1:1 outline image of its facade printed onto a PVC sheet, with the 8.5m x 6m inset advertisement panel on the Caxton Road, west facing elevation. Such scaffolding shrouds are becoming increasingly common place and I consider an effective way of masking what can often be deemed unsightly scaffolding and safety netting which tend to detract from the character and appearance of an area. The permanent siting of an advertisement of the nature proposed would be harmful to the designated heritage asset, but I consider when combined with the 1:1 image of the building facade, having regard to the temporary nature of the scheme, that it would preserve the character and appearance of the Conservation Area as a whole.
8. I therefore find, taking into account the short term nature of the scheme, that the high level advertisement would not appear as an oddity within the surrounding built environment; and notwithstanding that Caxton Road is a residential road, ultimately the traditional features of the building will be renovated; and this will consequently improve the contribution that it makes when viewed in the context of the locally listed buildings of merit and the wider designated heritage asset in the longer term.
9. I conclude that the proposal would not give rise to harm to the visual amenities of the area and I find no conflict between the proposal and paragraph 141 of the National Planning Policy Framework (the 'Framework'). Whilst not decisive, I have had regard to Policies DC1, DC8 and DC9 and of the Hammersmith and Fulham Local Plan February 2008 (HFLP) which together stipulate that all development

within the Borough should create a high quality urban environment that respects and enhances its townscape context and heritage assets, including Conservation Areas and buildings of local interest; and specifically with regard to advertisements requiring that they be in scale and in keeping with the character of their location. Further with specific reference to advertisement shrouds, where considered acceptable, they should be accompanied by a 1:1 depiction of the building and only be displayed for a limited period related to the reasonable duration of the building works.

Public Safety

10. I note that the local highway authority (LHA) highlighted that the advertisement would be situated at the junction of Uxbridge Road which is part of the Strategic Road Network (SRN) and therefore an Independent Road Safety Audit would be required to assess its impact. It stipulated that the advertisement could distract drivers, pedestrians and cyclists, potentially causing collisions. However, they then went on to suggest a number of conditions could be imposed; and also required further details of the scaffolding itself and its location on the footway, which is not a determining factor in this appeal, nonetheless the erection of which would require their consent as LHA.
11. However, a response was also received from Transport for London (TfL) which highlighted that they have a duty under the Traffic Management Act 2004 to ensure that any development does not have an adverse impact on the SRN. After reviewing the provided documents, TfL took the view that the proposed advertisement and scaffolding shroud would not have a detrimental impact on the SRN and I have been given no substantive evidence to come to a different conclusion on this.
12. Therefore whilst I understand the Council's concerns with regard to potential highway impacts with the proposed advertisement close to a relatively busy junction, I consider that by virtue of its static and ultimately temporary nature, that no adverse impacts would be caused. Further I consider that the proposal would not constitute one of the main types of advertisements which may cause danger to road users (Planning Practice Guidance paragraph: 068 Ref ID: 18b-068-20140306) and that the residual cumulative impact on the road network would not be severe (paragraph 116 of the Framework); and therefore public safety would not be materially harmed by the proposal.
13. Again I find no conflict between the proposal and paragraph 141 of the Framework and whilst not decisive I have had regard to HFLP Policies T6 and DC9 which together stipulate that development will not be permitted if it prejudices the effectiveness of the SRN to provide safe and unobstructed road connections and that advertisements should not have an unacceptable impact on road safety.

Conclusion and Conditions

14. The Council have advanced a number of suggested conditions to be imposed with the first requiring written confirmation at least three weeks prior to the advertisement being installed and which should be removed within a period of eight months. I find that this condition is contiguous with the appellant's proposal and the duration of the renovation works to the host building. This and the Council's suggested condition 2 requiring the advertisement to be retained in accordance with the detailed drawings are necessary in the interests of visual amenity, along

with their suggested condition 5 requiring the advertisement to only be displayed in conjunction with the 1:1 image of the building on the scaffold shroud, whilst restricting the level of luminance during hours of darkness. Following on from the latter, I have also imposed the appellant's time range within which they consider it necessary to illuminate the advertisement. However, I have not imposed the Council's suggested third condition requiring details of a signed building contract for the external repair works to be submitted to the Council because condition 1 quite clearly limits the amount of time that the scaffolding shroud and advertisement can be left in situ and therefore the proverbial clock will begin ticking for the renovation works to commence, and be completed by.

15. Therefore, having regard to the above and all other matters raised, I conclude that the appeal should succeed.

C J Tivey

INSPECTOR