



Appeal Decision

Site visit made on 26 September 2025

by **S Poole BA(Hons) DipArch MPhil MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 14 October 2025

Appeal Ref: APP/W5780/Z/25/3370160

68 Goodmayes Road, Ilford IG3 9UR

- 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 Goodmayes Properties Ltd against the decision of the Council of the London Borough of Redbridge.
 - The application Ref is 1135/25.
 - The advertisement proposed is the installation of 1no non-illuminated poster-style advertisement.
-

Decisions

1. The appeal is allowed and express consent is granted for the display of 1no non-illuminated poster-style advertisement at 68 Goodmayes Road, Ilford IG3 9UR in accordance with the terms of the application, Ref 1135/25. 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.

Procedural Matters

2. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations) require that applications for the display of advertisements are considered in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors.
3. The advertisement described in the banner heading above was in place at the time of my site visit.

Main Issue

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

Reasons

5. The appeal site comprises part of the flank wall of a predominately 6-storey building situated next to the junction between Goodmayes Road and Ashgrove Road in the Goodmayes Local Centre. The upper floors of the host building are occupied by a hotel which has recently extended upwards by 3 floors. The building includes a substantial advertisement on the other exposed flank wall.

6. The appeal scheme comprises an approximately 3m tall by 2.35m wide non-illuminated advertisement attached the flank wall of 68 Goodmayes Road at second floor level. This is formed of composite aluminium and sits flush against the wall.
7. The scheme is situated in the heart of a commercial area and is attached to, and viewed against the backdrop of, a substantial building. Whilst the advertisement would be highly visible, due to its size and siting it would not be an overtly prominent or alien element in this busy town centre street scene. For these reasons I am satisfied that the advertisement would not have an unacceptable effect on the visual amenity of the area.
8. I have taken into account the policies cited by the Council in its reason for refusal which are material to this case. Given my conclusions above, it follows that the proposal accords with these policies.

Conclusion

9. For the reasons set out above, and having regard to all other matters raised, I conclude that the appeal should succeed.

S Poole

INSPECTOR