



Appeal Decision

Site visit made on 14 October 2025

by D Marley BA (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 27 October 2025

Appeal Ref: APP/U5360/Z/25/3371875

Wick Road (North side opposite Cadogan Terrace junction), Hackney, London E9 5DH

- 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 Ms Anna McAree of Build Hollywood Ltd against the decision of the Council of the London Borough of Hackney.
 - The application Ref is 2025/1436.
 - The advertisements proposed are described on the application form as 'two freestanding 48 sheet poster advertising billboards (non illuminated) each measuring 6 x 3 metres'.
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 identifies that the power to control advertisements may be exercised only 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. Therefore, while I have taken account of the policies that the Council considers to be relevant, these have not been decisive in my determination of this appeal.
3. Both parties agree that the advertisements are already in place and I was able to see this on my site visit. Therefore, I am considering the appeal retrospectively.

Main Issues

4. The main issues are the effect of the advertisements on the amenity of the area and the effect of the proposal on public safety.

Reasons

Amenity

5. The appeal site comprises land to the rear of the footway, adjacent to the north side of Wick Road. The advertisements are situated immediately in front of an existing strip of trees within a wider area broadly characterised by a mixture of commercial and residential uses. The wider area is also influenced by the surrounding road infrastructure and associated vehicular uses.
6. The existing strip of trees is well established and forms a landscaped buffer which acts as a visual break between existing built development, particularly for those travelling in either direction along Wick Road. This planting acts to visually soften

the presence of both the A12 flyover and industrial uses to the north of the appeal site. The existing trees therefore form part of an established feature of interest that contributes positively to the general characteristics of the locality.

7. In this context the advertisements appear isolated and visually incongruous when set against the backdrop of the existing trees. Through their placement, size and overall extent, the advertisements undermine the positive visual contribution and role of the existing trees in softening the road infrastructure and other built development here. Whilst I acknowledge that, in general, advertisements may be a familiar feature in urban locations, the specific location of the advertisements results in their dominating this part of Wick Road and representing a visually jarring addition to the street scene. The advertisements therefore undermine the role of the existing trees as a feature of interest, and are harmful to local character.
8. Overall, I conclude that the advertisements are harmful to visual amenity. Insofar as they relate to matters of amenity and are therefore material to the proposals, I have also taken into account Policies D4 and D8 of The London Plan 2021, Policies PP1, LP1 and LP7 of the Hackney Local Plan 2033 and Policy BN.16 of the London Legacy Development Corporation Local Plan 2020-36. Collectively, these policies seek to ensure advertisements do not result in an adverse impact upon amenity. Given that I have concluded that the advertisements are harmful to the visual amenity of the area, they also conflict with these policies.

Public Safety

9. Within the vicinity of the appeal site, road users experience the advertisements when utilising Wick Road in either direction, and when using adjoining junctions.
10. Planning Practice Guidance states that all advertisements are intended to attract attention but advertisements at points where drivers need to take more care are more likely to affect public safety. This includes, specifically, proposed advertisements at road junctions and pedestrian crossings.
11. In the majority of cases, vehicular flow along Wick Road is controlled by traffic lights, with road traffic signage and pedestrian crossings clearly identified. For the most part therefore, road users are likely to only experience the advertisements after having seen and responded to the relevant road traffic signage and lights, with good forward visibility.
12. However, immediately adjacent to the advertisements on the north side of Wick Road is a junction which serves a small number of industrial units. This junction is not subject to traffic light control. There is relatively limited intervisibility between this junction and the eastbound carriageway of Wick Road due to the presence of the strip of trees, which limits longer distance views.
13. Moreover, at my site visit, whilst only representing a snapshot in time, there was regular vehicular traffic along Wick Road. The siting of the advertisements has the potential to distract and confuse road users, at a moment where vehicles are approaching the identified junction, thereby increasing the risk of accidents to the detriment of the safe operation of the highway. This is irrespective of the advertisements being non-illuminated, non-digital and static. That no consultation response was provided to the original planning application by the Council's highways consultee, or Transport for London, does not alter my conclusions on this matter.

14. Overall, I conclude that the position and siting of the advertisements risks distracting users of the highway with the potential for increased conflict between road users. Consequently, the advertisements have a harmful effect on public safety. Where material to the proposal, the proposal conflicts with Policy D8 of The London Plan 2021, Policies PP1, LP7 and LP42 of the Hackney Local Plan 2033 and Policy BN.16 of the London Legacy Development Corporation Local Plan 2020-36 insofar as they relate to ensuring advertisements do not result in an adverse impact upon public safety.
15. In any event, even had I found this matter acceptable, it would not alter my conclusion on the other main issue.
16. Whilst the Council have identified conflict with Policy LP41 of the Hackney Local Plan 2033 in their submitted Officer's Report, this policy is neither referenced in the Council's Decision Notice nor has a copy of the policy been provided. As such, it has had no bearing on my decision.

Conclusion

17. For the reasons given above, and having had regard to all matters raised, I conclude that the advertisements harm amenity and public safety and the appeal should be dismissed.

D Marley

INSPECTOR