
Appeal Decision

Site visit made on 31 October 2025

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

an Inspector appointed by the Secretary of State

Decision date: 18 November 2025

Appeal Ref: APP/K5600/Z/25/3373604

Flank wall of 318A Ladbroke Grove, London W10 5NQ

- 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 Wildstone Estates Limited against the decision of the Council of the Royal Borough of Kensington and Chelsea.
 - The application Ref is CA/25/02602.
 - The advertisement proposed is the replacement of the existing paper and paste advertisement display with an internally illuminated digital LED poster display (D-poster)
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Decision

1. The appeal is dismissed.

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.

Main Issue

3. The Council has not suggested that the proposal would affect public safety, and I see no reason to disagree. The main issue is therefore the effect of the proposed advertisement on amenity.

Reasons

4. 318A Ladbroke Grove is a 3-storey end-of-terrace property with a mansard. It is situated next to the busy road junction between Ladbroke Grove and Barlby Road and the long bridge over the mainline railway. An approximately 6m wide by 3m tall poster display advertisement is attached to the upper part of the flank wall of the property. This and its associated gantry are highly prominent elements in views from the bridge and beyond. The Council has advised that the existing display was installed without consent in 2008.
5. The proposal would replace the poster advertisement with an LCD digital display of the same size and in the same position more than 10m above ground level. The LCD screen would display multicoloured text and images at a brightness of 300 cd/sqm between dusk and dawn and up to 5,000 cd/sqm at all other times,

dependent on the time of day/year and ambient conditions. Whilst the illumination would be static, the display screen would be capable of displaying 6 advertising campaigns at a time, sequencing every ten seconds. The proposed display screen would project a lesser distance beyond the flank wall than the existing advertisement structure.

6. Unlike the existing poster display, the proposal would be illuminated. As a consequence of this it would be far more evident on overcast days and at night than the existing poster display. Due to its highly exposed and prominent location and its illuminated character the proposed advertisement would be an incongruous and garish addition to the street scene resulting in unacceptable harm to the amenity of the area.
7. In accordance with the Regulations, I have taken into account the provisions of the development plan so far as they are relevant to amenity. Policies CD1, CD2, CD10, CD15 and TR4 of the Local Plan 2024, which seek to protect amenity and are therefore material in this case. Given I have concluded that the proposal would harm amenity, the proposal conflicts with these policies.

Other Matters

8. The appellant has referred to various social, environmental and economic benefits that may arise from the installation of the proposed advertisement. However, the Regulations stipulate that advertisements are subject to control only in the interests of amenity and public safety, and therefore the benefits referred to cannot be taken into account. Accordingly, I attach minimal weight to these matters.

Conclusion

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

S Poole

INSPECTOR