
Appeal Decision

Site visit made on 6 January 2026

by **S Wilkinson BA, BPI, Dip LA, MBA, MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 14 January 2026

Appeal Ref: APP/H5390/H/25/3368095

PAVEMENT OUTSIDE HAMMERSMITH BROADWAY, LONDON, W6 7DH

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a failure to give notice within the prescribed period of a decision on an application for express consent to display an advertisement.
 - The appeal is made by Nathan Still (In Focus Public Networks Ltd) against the Council of the London Borough of Hammersmith and Fulham.
 - The application Ref is 2025/00643/ADV.
 - The advertisement proposed is Display of a freestanding single sided 48 sheet internally illuminated sequential LED digital advertisement screen measuring 3.553m (width) x 6.418m (height) x 0.99m (depth) at a height of 3m aboveground level, located on the south side of the A315 and Hammersmith Broadway.
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Decision

1. The appeal is dismissed.

Preliminary Matters

2. The Council has put forward in its statement of case two putative reasons for refusal. The second reason refers to its Local Plan policy DC10 which refers to telecommunications. This is not relevant to this appeal and I have therefore disregarded it in my consideration.

Main Issues

3. The impact of the proposed scheme on:
 - amenity, and
 - public safety.

Reasons

Appeal site context

4. The appeal site lies in the centre of Hammersmith, a Major Town Centre identified in the London Plan 2021. The centre includes a broad range of shops, restaurants, offices and the Hammersmith Centre. While the surrounding urban grain is dense dominated by large modern buildings to the west and south of the site those lying to the north side of the Broadway and Hammersmith Road include short terraces of 3 and 4 storey commercial buildings dating from the nineteenth and early twentieth centuries.
5. The site lies in the Hammersmith Broadway Conservation Area (HBCA) and opposite the Grade II* listed Sacred Heart High School which lies within the Brook Green Conservation Area (BGCA).

6. The site lies at the end of a short run of cycle stands located on a broad area of pavement close to the access to Hammersmith bus garage. The area is dominated by high volumes of vehicular traffic and pedestrian and cycle movement.
7. The appeal scheme comprises a lateral steel bar on a pole, above which the advertisement panel would be located. The proposed display panel would be a single sided illuminated panel located at 3m height extending in height by 3.56m with a length of 6.44m; the actual display area would measure 6.2m by 3.1m. Images would be changed remotely.

Amenity

8. In addition to the fascia signs commonly associated with the ground floors of commercial premises in the centre there are a number of free standing advertisements in the immediate locality which include a street hub located on the same stretch of pavement as the appeal site and a large free standing illuminated sign which extends to around 6m in height located on the south side of Hammersmith Road just east of its junction with Butterwick.
9. Despite the commercial character of the Broadway and its context the introduction of a freestanding illuminated sign of such size would result in considerable harm to the character of the area and cumulatively add further clutter to the existing range of signage. It would be an imposing and dominant feature of the centre.
10. Although located in the part of the HBCA which has been subject to extensive redevelopment in the last thirty years its visibility resulting from its scale and height would dominate views from across the Broadway where several streets converge. The harm to visual amenity would include that of the HBCA, including from views within it, the desirability of preserving or enhancing the character and appearance of which is a matter that I have paid particular attention. The appeal site lies directly opposite the listed school and its impacts would be particularly discordant given this immediate context. Impacts on views from within the BGCA would be limited.
11. I have taken into account London Plan(LP) policies DC1, DC8 and DC9 which require that account is taken of townscape and the Borough's heritage assets through the preservation of their significance and that advertisements should generally be constrained by their quantity and form. These are reinforced by Key Principle CAG6 included in the Planning Guidance Supplementary Planning Document 2018. These policies are material to this case. Given that I have found that the proposals would harm amenity, the proposal conflicts with these policies.
12. Despite the site's context in the heart of the Major Town Centre the proposed advertisement would lead to harm to visual amenity arising from its size and location and it would add to clutter in the townscape.

Safety

13. The site lies on a busy junction with the short carriageway of the Broadway being the confluence of several classified roads including the A319, the Hammersmith Road, which as part of the gyratory system includes three lanes of traffic. There is a dedicated cycle lane on the north side of the carriageway. Adjacent to the site is the access to the surface level bus station. Within the vicinity of the site there are multiple sets of traffic lights with filters for pedestrians and cyclists and an

abundance of directional road signage located on the surface of the carriageway or pole mounted on footways.

14. The proximity of the tube and bus stations and the range of commercial uses and attractions which include the Hammersmith Centre and the Lyric Theatre located either in or close to the centre of the Broadway results in large volumes of pedestrians.
15. It is acknowledged that the site's location on a broad area of pavement would not impede pedestrian movement. However, its prominent location would be a source of distraction for drivers, cyclists and pedestrians negotiating and crossing highways in this part of the Broadway. Whilst during my site visit, traffic was in the main slow moving, the sheer volumes involved require that appropriate care and attention is paid by all highway users when travelling through this intensely busy and complex junction.
16. I have taken account of LP policy T1 which favours increases in journeys by foot cycle or public transport. Consistent with this, policies T2 and D5 require reductions in road danger and improvements in safety and LP policy D8 and Local Plan policy T3 require that the public realm is well designed, safe and accessible. These policies are material to this case. Given that I have found that the proposals would harm safety, the proposal conflicts with these policies.
17. The site's location is at a critical point on the gyratory network where several roads which form part of west London's strategic road network converge. The scheme design has an optimal viewing distance of around 60-70m when drivers and other users will be in the centre of the gyratory system and being illuminated would operate during the day and night. The high traffic volumes and incidence of pedestrian and cycle movements require care. The size of the advertisement would distract highway users and result in harm to public safety.

Conclusion

18. I acknowledge that the design of the structure incorporates sustainability principles but these are secondary to the proposed function of the site. Whilst reference is made in the appellant's evidence to the previous use of the site for large format advertising no details are provided.
19. Furthermore, whilst displays could refer to Council initiatives and strengthen the relationship of the appellant company with charitable initiatives these matters do not overcome the adverse impacts which would arise from the display of such a large and discordant element in the streetscene which would adversely impact on amenity and public safety.
20. For these reasons the appeal is dismissed.

S Wilkinson

INSPECTOR