



Appeal Decisions

Site visit made on 7 January 2026

by T Burnham BA (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 28 January 2026

Appeal A Ref: APP/U5360/W/25/3372315

Pavement outside 178 Shoreditch High Street, London E1 6HU

- The appeal is made under section 78 of the Town and Country Planning Act 1990 (as amended) against a failure to give notice within the prescribed period of a decision on an application for planning permission.
 - The appeal is made by Mr David Phillips (Urban Innovation Company UIC Ltd) against the Council of the London Borough of Hackney.
 - The application Ref is 2025/1117.
 - The development proposed is Installation of Pulse Smart Hub with integrated digital screens.
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Appeal B Ref: APP/U5360/H/25/3372318

Pavement outside 178 Shoreditch High Street, London E1 6HU

- 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 Mr David Phillips (Urban Innovation Company UIC Ltd) against the Council of the London Borough of Hackney.
 - The application Ref is 2025/1116.
 - The advertisement proposed is Installation of Pulse Smart Hub with integrated digital screens.
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Decision

1. Appeal A is allowed and planning permission is granted for a Pulse Smart Hub with integrated digital screens at Pavement outside 178 Shoreditch High Street, London E1 6HU in accordance with the terms of the application 2025/1117 and subject to the conditions in the attached schedule.
2. Appeal B is allowed and express consent is granted for a Pulse Smart Hub with integrated digital screens at Pavement outside 178 Shoreditch High Street, London E1 6HU. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the regulations and the additional conditions set out within the schedule below.

Preliminary Matters

3. The appeals relate to an application for planning permission and advertisement consent for a pulse smart hub which includes 2x LED digital static illuminated displays which would be positioned within the pavement on Shoreditch High Street. The site is within the South Shoreditch Conservation Area (the Conservation Area) and within the setting of the grade II listed 180-182 Shoreditch High Street.
4. The appeals were both submitted on the basis of the failure of the Council to determine the applications within the prescribed periods. The Council has

submitted a statement of case in relation to the appeals which sets out putative reasons for refusal. These reasons constitute the matters of disagreement with the appellant and inform the main issues in these cases.

5. As set out above, there are two appeals on this site. In the interests of avoiding duplication, I have dealt with the proposals together. With regard to Appeal B, my assessment is confined to the issues of amenity and public safety.

Main Issues

6. The first main issue is the effect of the proposals on the character and appearance of the Conservation Area. The second is the effect of the proposals on the setting of 180-182 Shoreditch High Street. The third is the effect of the proposals on users of Shoreditch High Street.

Reasons

Conservation Area

7. The significance of this part of the Conservation Area sits largely with the form, scale and layout of its buildings where buildings of often substantial scale of varying ages are interspersed with older properties of a more intimate scale set against the wide and busy thoroughfare of Shoreditch High Street which incorporates multiple lanes and modern surfacing.
8. It is further the case that this section of the high street incorporates a wide variety of street furniture, including bus stops, bins, signage and post-boxes. There is also an existing illuminated advertisement which is set within a phone kiosk diagonally opposite the appeal site. Within this setting, the pulse smart hub including its integrated digital screens would not be out of place and would not harm the significance of the Conservation Area. The proposals would subsequently preserve the character and appearance of the Conservation Area.

180-182 Shoreditch High Street

9. This building sits close to the appeal site and is a four storey building erected between 1865 and 1880. It stands in between two buildings of far more modern appearance and its significance sits with its good scale, and interesting and varied form, detailing and materials.
10. The environment of Shoreditch high street does not however contribute positively to the significance of the building given its general appearance as set out above.
11. With this in mind, the addition of another piece of street furniture which would include advertising which would be in keeping with the general character of Shoreditch High Street. It would not detract from the significance of the building and would subsequently not detract from its setting. There would therefore be no harm to the setting of 180-182 Shoreditch High Street as a result of the proposals.

Users of Shoreditch High Street

12. I accept that at times Shoreditch High Street will be busy, and I observed as much on my site visit on a late weekday morning. The evidence submitted by an interested party also indicates this. I also note that it will have a significant throughflow of both traffic and pedestrians as well as other road users and note

that the width of the pavement would be constrained at this location as a result of the proposals.

13. However, I was also able to note that there are two locations near to the appeal site where the pavement width is already constrained to a similar extent, both at the point where a bin has been placed within the footway and close to the nearby bus stop. There is nothing compelling to indicate that the existing arrangement is unacceptable or has given rise to any significant problems. I cannot therefore conclude that the proposals would have any significant adverse impact on pedestrians using this part of Shoreditch High Street.
14. The site is set away from the carriageway and within an environment where many types of advertisement and street signs are common. Within that context there is nothing to indicate that the proposals would obstruct the views of drivers, nor distract them to the extent that the proposals could in any way be considered unsafe.
15. There would therefore be no conflict with policies LP1, LP3, LP7, LP41, LP42 or PP1 of the Hackney Local Plan (2020) which amongst other things require new development that responds to local character and context and which would at a minimum preserve the significance of the historic environment and the setting of heritage assets as well as requiring advertisements that do not detract from the amenity of the street scene nor cause a physical obstruction to the public realm.
16. There would further be no conflict with Policies D3, D4, D8, HC1 or T2 of the London Plan (2021) which amongst other things require development to enhance local context and respond to local distinctiveness, deliver good design, require proposals to assist in delivering healthy streets and seek to ensure good quality public realm.

Other Matters

17. There is nothing compelling to indicate that the proposals will cause or worsen any existing problems related to anti-social behaviour within the area. Nor is there any compelling evidence that the proposal would significantly hinder loading to nearby retail premises nor directly adversely affect foot fall. Given the remaining width of pavement and existing street furniture it is not clear that there would be any significant adverse impact on wheelchair users, those with mobility aids nor people with pushchairs.

Conditions

18. With regard to Appeal A, a time limit and plans condition are necessary to define the development. With regard to Appeal B, in addition to the five standard conditions set out in the Advertisement Regulations some further conditions are necessary. They prohibit moving images and regulate the frequency of image changes and the level of illumination in the interests of public safety. A condition requiring the screen to turn off in the event of a malfunction is also necessary.
19. The location is fixed for the proposal, so a further condition relating to footway zones would be unreasonable. Further suggested conditions regarding the management of the installation of the hub are not necessary given that the installation would be unlikely to take place over a substantial period of time and given the conditions suggested in that regard lack precision.

Planning Balance and Conclusion

20. With regard to Appeal A, the proposal would preserve the character and appearance of the Conservation Area and would not harm the setting of the grade II listed 180-182 Shoreditch High Street. There would be no significant adverse impacts on users of Shoreditch High Street. The proposal would accord with the development plan and there are no considerations to indicate a decision otherwise than in accordance with it. With regard to Appeal B, given my findings above, there would be no significant adverse impact with regard to amenity or public safety.
21. Both Appeal A and Appeal B should therefore be allowed.

T Burnham

INSPECTOR

SCHEDULE OF CONDITIONS – APPEAL A

- 1) The development hereby permitted shall be begun not later than the expiration of three years from the date of this permission.
- 2) The development hereby permitted shall be carried out in accordance with the plans hereby approved: Hack-SHS/2024/01, Hack-SHS/2024/02, Hack-SHS/2024/03, Hack-SHS/2024/04, Hack-SHS/2024/05 & Hack-SHS/2024/06.

SCHEDULE OF ADDITIONAL CONDITIONS – APPEAL B

- The intensity of luminance of the advertisement shall be no greater than 300 candela per square metre during the hours of darkness;
- No individual advertisements displayed on the panels shall contain moving images, animation, video, full motion images, or images that resemble road signs or traffic signs;
- The interval between successive displays shall be instantaneous (1 second or less) with no flashing and a smooth instant change onto the next static poster image and the complete screen shall change, there shall be no visual effects including swiping or other animated transition methods between successive displays or any other special effects;
- The sequential advertisement on any display panel shall not change more than once every ten seconds; and
- The approved display should contain at all times a feature that will turn off the screen in the event that the displays experience a malfunction or error.