
Appeal Decision

Site visit made on 1 December 2025 by E Nutman BA (Hons)

Decision by P Hanna PGDip MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 30 January 2026

Appeal Ref: APP/W5780/Z/25/3372854

Pavement o/s 176 High Road, Ilford IG1 1LL

- 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 JCDecaux UK Limited against the decision of the Council of the London Borough of Redbridge.
 - The application Ref is 2778/24.
 - The advertisement proposed is installation of an internally illuminated freestanding double-sided digital advertisement unit - advertised space measuring 1065mm x 1895mm.
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Decision

1. The appeal is dismissed.

Appeal Procedure

2. The site visit was undertaken by a representative of the Inspector whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Main Issue

3. The effect of the proposed advertisement on the visual amenity of the area.

Reasons for the Recommendation

4. The Council have cited conflict with Policies LP26 and LP28 of the Redbridge Local Plan (2018) and Policy D8 of the London Plan (2021), and I have taken account of these policies as material considerations. However, the powers under the Regulations for the control of advertisements may only be exercised in the interests of amenity and public safety, taking account of any material factors. Therefore, in my determination of this appeal, the aforementioned policies have not, in themselves, been decisive.
5. High Road is predominantly a retail and commercial area, characterised by a busy and active streetscape. The area surrounding the appeal site features a range of street furniture, including street lighting, benches, freestanding digital display advertisements, planters and cycle stands. These features are all also seen along the rest of High Road, but my attention was drawn to the concentration of these within the area of the appeal site. During my site visit I also observed numerous market stalls lining the street, further reinforcing the area's vibrant and bustling atmosphere.

6. The parties agree that the principle of advertisement signage in the street is acceptable. The crux of the appeal is the relationship of the proposed advertisement with the existing street furniture and freestanding advert unit nearby. Whilst the advertisement is of an appropriate scale and design, it would be seen in proximity with the existing and surrounding street furniture including the BT freestanding advert unit. The existing street furniture adequately occupies the space surrounding the appeal site. Introducing the proposed advertisement display would lead to an excessive concentration of objects in close proximity to one other, creating a visually busy and cluttered environment along High Road. Notwithstanding that illumination could be suitably controlled by condition, the addition of the proposed digital display within this location would therefore introduce unnecessary visual clutter, causing harm to the visual amenity of the area.
7. I conclude, the proposed advertisement would cause unacceptable harm to the visual amenity of the area and, insofar as they are material, would not accord with Policies LP26 and LP28 of the Redbridge Local Plan (2018) and Policy D8 of the London Plan (2021), which seek to ensure that advertisements respect the amenity of the surrounding area. In that regard I also consider that the proposal would be contrary to the National Planning Policy Framework which supports well sited and designed advertisements.

Other Matters

8. I acknowledge that advertising is a feature of commercial and retail areas and can enhance their vitality. However, in this instance, the benefits of the proposal do not outweigh the harm it would cause to the area's visual amenity.

Conclusion and Recommendation

9. For the reasons given above and having had regard to all the other matters raised, I recommend that the appeal should be dismissed.

E Nutman

APPEAL PLANNING OFFICER

Inspector's Decision

10. I have considered all the submitted evidence and my representative's report and on that basis the appeal is dismissed.

P Hanna

INSPECTOR