
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: 10 February 2026

Appeal Ref: APP/W5780/Z/25/3373829

62-64 The Bridge House, Goodmayes Road, Ilford IG3 9UR

- 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 Goodmayes Properties Ltd against the decision of the Council of the London Borough of Redbridge.
 - The application Ref is 2191/25.
 - The advertisement proposed is 1 no. non-illuminated poster style advertisement.
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Decision

1. The appeal is allowed and express consent is granted for 1 non-illuminated poster style advertisement for a temporary period of 5 years from the date of this decision. The consent is subject to the five standard conditions set out in the Regulations.

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.

Preliminary Matters

3. The Council's officer report refers to the proposed signage as a 'small poster panel' rather than a 'large poster hoarding'. For the purposes of this appeal, I have considered the proposal as described in the application and shown on the submitted plans. My assessment is therefore based on the actual dimensions and siting of the advertisement, rather than the terminology used in the officer's report.

Main Issue

4. The Council's reason for refusal relates specifically to matters of amenity. There was no objection raised on the grounds of public safety, and I find no reason to take a different view on that matter. On that basis, the main issue of the appeal is the effect of the advertisement on the visual amenity of the area.

Reasons for the Recommendation

5. The Council have cited conflict with Policies LP26 and LP28 of the Redbridge Local Plan (2018) (LP), 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.

6. The appeal site is located on the corner of Ashgrove Road and Goodmayes Road. Ashgrove Road provides access to a predominantly residential area, while Goodmayes Road forms part of a busy commercial street. The proposed advertisement is attached to hoarding that encloses the appeal property.
7. The Council's assessment refers to an advertisement submitted by the same applicant, which was previously approved by the council under Ref. 0717/25. They note its highly elevated position above ground floor level being a feature which makes its large scale acceptable. In this case, concern is expressed that the appeal proposal, being at a slightly elevated level, would appear visually intrusive at the street entrance, despite it being lower than the advert approved under Ref. 0717/25. These positions from the council appear to be in tension with one another.
8. Whilst the appeal advertisement is located on the corner of a junction where Goodmayes Road leads to Ashgrove Road, transitioning towards a more residential area, the sign is experienced predominantly from Goodmayes Road, due to its positioning on the corner plot. Therefore, when viewed from the street scene, it reads as being part of the commercial environment along Goodmayes Road, and therefore the visual amenity of the busy commercial street is retained. Moreover, a community and nursery building sits between the appeal site, and the first residential building on this side of Ashgrove Road. Taking this into account, the appeal site is sufficiently distanced, and the display of the proposed advertisement is appropriate and does not harm the visual amenity of the residential area.
9. Although I noted three similar signs in the immediate area, only the sign approved under Ref. 0717/25 benefits from planning consent. Considering the approved sign, and the sign being considered under this appeal, the two are acceptable, as they are elevated at different levels. Accordingly, the appeal advertisement would not create or contribute to any visual clutter along Goodmayes Road.
10. I conclude, the proposal would not have a harmful effect on the amenity of the area, including the living conditions of the occupiers of nearby dwellings. Although not decisive, the proposal would also comply with Policies LP26 and LP28 of the LP, which seek to ensure that advertisements respect the amenity of the surrounding area. In that regard I also consider that the proposal would accord with paragraph 141 of the National Planning Policy Framework which supports well sited and designed advertisements.

Condition

11. Whilst the applicant has suggested a temporary consent period of 3 years, I am satisfied the sign is acceptable in terms of amenity and public safety and therefore express consent is hereby granted for a period of 5 years from the date of this decision.

Conclusion and Recommendation

12. For the reasons given above, I conclude that the display of the proposed advertisement would not be detrimental to amenity or public safety in line with Section 12 of the Framework and having regard to the policies in the LP as material

considerations. The appeal is therefore allowed, and express consent granted, subject to the five standard conditions set out in the Regulations.

E Nutman

APPEAL PLANNING OFFICER

Inspector's Decision

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

P Hanna

INSPECTOR