
Appeal Decision

Site visit made on 23 January 2026

by **B Pattison BA (Hons) MSc MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 11th February 2026

Appeal Ref: APP/E5900/Z/25/3367699

Bus Shelter, Pavement Outside 287 Cambridge Heath Road, London E2 0ET

- 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 Mr Chris Reader, Transport For London against the decision of the Council of the London Borough of Tower Hamlets.
 - The application Ref is PA/25/00199.
 - The advertisement proposed is described as internal illuminated sequential advertisement capable of static and dynamic content display with automatic rotation of images.
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Decision

1. The appeal is allowed and express consent is granted for internal illuminated sequential advertisement capable of static and dynamic content display with automatic rotation of images. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations and the following additional conditions:
 - 1) The intensity of the illumination of the advertisement permitted by this consent shall be no greater than 600 cd/m² between dusk and dawn and at all other times shall be within that recommended by the Institute of Lighting Professionals for a sign within its Professional Lighting Guide 05 (PLG 05) Brightness of Illuminated Advertisements (or its equivalent in a replacement Guide).
 - 2) The minimum display time for each advertisement shall be 10 seconds, the use of message sequencing for the same product is prohibited and the advertisements shall not include features/equipment which would allow interactive messages/advertisements to be displayed.
 - 3) There shall be no special effects (including noise, smell, smoke, animation, exposed cold cathode tubing, flashing, scrolling, three dimensional, intermittent or video elements) of any kind during the time that any message is displayed.

Preliminary Matter

2. The Regulations¹ advise that factors relevant to 'amenity' include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, which would encompass nearby listed and locally listed buildings and the Bethnal Green Gardens Conservation Area (CA).

¹ Regulation 3(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Therefore, the location of the site in relation to various heritage assets is relevant to the consideration of 'amenity'.

Main Issue

3. The main issue is the effect of the proposal on amenity, with particular regard to the CA, the nearby listed building and locally listed building.

Reasons

4. The appeal site comprises a bus shelter on Cambridge Heath Road, close to the large signal-controlled junction with Roman Road and Bethnal Green Road, and near an entrance to Bethnal Green Underground Station. Cambridge Heath Road carries high levels of both vehicular and pedestrian traffic, giving the area a busy, modern character. The immediate surroundings are commercial, with shops, services and a hotel adjoining the site.
5. This part of the CA is characterised by two and three storey terraced buildings and by Bethnal Green Gardens, located opposite the site. The CA's significance is strongly associated with a series of prominent civic buildings, such as the Town Hall, and by the public gardens and open spaces of Bethnal Green Gardens. Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires special attention to be paid to preserving or enhancing the character or appearance of conservation areas. In advertisement appeals, this duty is relevant only in relation to amenity.
6. The site also lies within the setting of a Grade II Listed K2 telephone kiosk. It is a cast-iron structure with a domed roof and characteristic glazing bars, designed by Sir Giles Gilbert Scott. Its significance derives primarily from its historic interest and architectural detailing.
7. The evidence indicates that the bus shelter has accommodated advertising for around twenty years. The existing analogue panels are positioned both internally and externally and are already highly visible from the footway and from the highway in both directions. The proposal would replace these illuminated analogue panels with LCD screens which would display the images of the same size and in the same location as the existing advertisements.
8. Advertisements of this type are not unusual along a heavily trafficked route such as Cambridge Heath Road. There is a wide range of other advertisements on display, largely in the form of shop fascias and projecting signs, which reflects the commercial character of the area. Adjacent to the site, 287 Cambridge Heath Road, which is a locally listed building, already features illuminated signs, including a large installation at second-floor level. In addition, the nearby entrance to the Underground Station also features prominent illuminated signs.
9. Within this context the advertisements would be seen against a backdrop of modern street elements, including the bus shelter itself. Given that the CA includes commercial streets, transport infrastructure and modern interventions that contribute to a mixed urban character, the proposed advertisements would sit unobtrusively within the street scene.
10. The proposal would not detract from the amenity of the surrounding area and would preserve the character and appearance of the CA, as well as the special interest of nearby listed and locally listed buildings. Consequently, to the extent

that they are material considerations to the main issues, the proposal would not conflict with Policies D3, D4 and HC1 of the London Plan (2021) or Policies S.DH1, S.DH3, D.DH2 and D.DH10 of the Tower Hamlets Local Plan 2031 (2020). These policies collectively require that designated and non-designated heritage assets are preserved or, where appropriate, enhanced, and that advertisements within conservation areas complement their special character.

Conditions

11. I have considered the conditions suggested by the Council against the tests in the National Planning Policy Framework (2024) (the Framework) and the advice in the Planning Practice Guidance. In meeting the tests of the Framework, I have amended the wording of conditions where necessary.
12. The five standard conditions set out in Schedule 2 of the 2007 Regulations are imposed in the terms of my decision. I have imposed an additional condition to restrict screen illumination levels to ensure this accords with the relevant institute guidance in respect of urban areas. The condition is necessary to protect public safety, particularly by means of a reduction of the potential distraction which bright illumination could cause to users of the adjacent public highway.
13. Similarly, additional conditions to prevent the display of moving images and to set a minimum content display time are necessary so that the advertisements do not distract users of the adjacent public highway.

Conclusion

14. For the reasons given above, and taking into account all matters raised, the appeal is allowed.

B Pattison

INSPECTOR