



Appeal Decision

Site visit made on 12 February 2026

by T Burnham BA (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 20th February 2026

Appeal Ref: APP/U5360/Z/25/3377083

Adjacent Rail Bridge, Wick Road (South Side) by East Cross Road, Hackney, London E9 5DH

- 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 Mark Deans (Roadside Media UK2 Ltd) against the decision of the Council of the London Borough of Hackney.
 - The application Ref is 2025/2023.
 - The advertisement proposed is wall-mounted timber billboard (non-illuminated) measuring 6 x 3 metres for the display of 48 sheet size printed paper posters.
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Decision

1. The appeal is allowed and express consent is granted for the display of wall-mounted timber billboard (non-illuminated) measuring 6 x 3 metres for the display of 48 sheet size printed paper posters at Adjacent Rail Bridge, Wick Road (South Side) by East Cross Road, Hackney, London E9 5DH in accordance with the terms of the application, Ref 2025/2023, dated 10th September 2025. 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.

Preliminary Matters

2. The advertisement appeared to be in place at the time of my site visit and what was on the site appeared to broadly accord with the plan that is before me.

Main Issue

3. The main issue is the effect of the advertisement on the visual amenity of the area.

Reasons

4. The area close to the appeal site is dominated by transport infrastructure. At the time of my site visit on an early Thursday morning, Wick Road itself was busy with vehicular traffic. The site also sits close to the railway bridge serving a railway line and a carriageway of the A12 road passes close to the site in an elevated position. In the main, residential properties are set away from the site to either side of the transport corridor. The area therefore has a rather utilitarian appearance and transient character.
5. The advertisement only screens a small section of the planting which extends to a significant height adjacent to the bridge parapet. There is extensive planting adjacent to much of the transport infrastructure which would remain in view and is unaffected by the advertisement.

6. There are also a limited number of billboards of similar size and appearance in place in the local area and I observed these near to the appeal site on my site visit. The advertisements within the area when considered as a whole did not afford the area a cluttered appearance, although the status of the other advertisements is left to question within the evidence of the Council.
7. In any event, given the character and appearance of the area which is set away from the main bodies of residential properties it is an area where one could reasonably expect to come across a billboard advertisement. The 48 sheet poster advertisement panel is not therefore obtrusive and has no significant adverse impact on the visual amenity of the area.

Other Matters

8. The Council has cited policies D3 and D8 of the London Plan (2021) and London Legacy Development Corporation Local Plan BN 16 (2020) which amongst other things seek to protect amenity and so are material in this case.
9. The Regulations require that decisions are made only in the interests of amenity and public safety. Consequently, although I have taken these policies into account, they have not been a decisive consideration in my determination of this appeal.
10. In any event, given I have concluded that the advertisement has no significant adverse impact on the visual amenity of the area, the advertisement does not conflict with these policies.

Conditions

11. The advertisement is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations.

Conclusion

12. For the reasons given above the appeal should be allowed.

T Burnham

INSPECTOR