



Appeal Decision

Site visit made on 30 January 2026 by F Bradford BA (Hons) MRTPI

Decision by B Plenty BSc (Hons) DipTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 21 May 2026

Appeal Ref: APP/H5390/Z/25/3376586

563 Fulham Road, Hammersmith and Fulham, London, SW6 1ES

- 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 Goussous Holdings Ltd against the decision of the Council of the London Borough of Hammersmith and Fulham.
 - The application Ref is 2025/01148/ADV.
 - The advertisement proposed is described as “ - 2no. WENDYS LOGO CAMEO - HAND-PAINTED ONTO DECORATED FACADE IN COLOURS AS SHOWN - 855MM WIDE x 790MM HIGH- 2no. "WENDYS" - FRET CUT BLACK POWDER COATED ALUMINIUM, NONILLUMINATED LETTERS - 1820MM WIDE x 755MM HIGH - 2no. "MADE FRESH TO ORDER" - FRET CUT BLACK POWDER COATED ALUMINIUM, NON- ILLUMINATED LETTERS - 1065MM WIDE x 230MM HIGH”.
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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.

Preliminary Matters

3. From the evidence before me, and what I have observed on site, the development has been commenced. In the interests of clarity, the forthcoming appeal has been determined on the basis of the submitted drawings.
4. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (The Regulations), the National Planning Policy Framework, and Planning Practice Guidance all clarify that advertisements should be subject to control only in the interests of amenity and public safety. The reasons for refusal refer to Policies DC1, DC8 and DC9 of the Local Plan (2018) and the Supplementary Guidance (2018). Given the requirements of the Regulations, although I have taken these policies into account insofar as they are material, they have not been determinative in my consideration of this appeal.
5. Due to the site's location within a Conservation Area, the test as set out in c72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (PLBCAA) that “special attention shall be paid to the desirability of “preserving or enhancing the character or appearance” of a Conservation Area” applies insofar as it relates to ‘amenity’ as dictated within the Regulations. The appeal has been recommended accordingly.

Main Issue

6. The main issue is the effect of the proposed advertisement on the amenity of the Walham Green Conservation Area (WGCA).

Reasons for the Recommendation

7. The appeal site is located within the WGCA which is focused on a historic core of commercial and residential properties and its network of streets and junctions. The area in the vicinity of the appeal site is characterised by its largely commercial character with traditionally proportioned and detailed buildings with shops below, grouped tightly around the road junction. Many of the buildings exhibit a rich and varied architectural treatment which provides local distinctiveness and interest within the streetscape, but also an overall visual harmony to upper elevations. The linear nature of the streets allows long sightlines along the building frontages and, due to its set forward from the neighbouring building, the side elevation of the appeal building is visible through long views from Fulham Road.
8. The appeal property is a five storey (including basement) terraced period building with commercial use at ground and basement levels and residential accommodation above. It retains its original façade from its former use as a Public House, albeit without the original signage. It features a traditional shopfront, a structured arrangement of sash windows, and upper floor stucco render with a two by two window pattern beneath a hung slate mansard roof. The building is situated between Fulham Town Hall and neighbouring shopfronts of varied architectural styles and materials. At ground floor, the commercial unit displays externally illuminated fascia signs on the front and side elevations and a non-illuminated projecting sign to the front. Its traditional materials and surviving architectural features contribute positively to the visual amenity of the area. The Council identifies it as a Building of Merit; I see no reason to disagree.
9. Whilst the site is located within a commercial area, it was observable that the majority of advertisements associated with commercial and retail uses are typical fascia shopfront signage. Therefore, whilst the advertisements at 27 Effie Road and 472 Fulham Road include those located above fascia level, they are discordant to the local context of advertisements and do not make a strong contribution to the area's character.
10. Fulham Town Hall, a Grade II* listed building, is sited directly next to the appeal building, sharing its side elevation. It is a late 19th century, civic building, and its significance, for the purpose of this appeal, is derived from its age, function, historic fabric, and its architectural interest. The building is prominently viewed within the surrounding historic streetscape, and this contributes to its significance. The appeal building is seen in conjunction with the Town Hall particularly from long views westward along Fulham Road and is therefore sensitive to alteration, having the ability to affect the environment in which the Town Hall is understood.
11. The appeal scheme has introduced two coloured logos directly onto the exterior of the appeal building with cut-out text below fixed away from the exterior surface on the front and side elevations of the appeal building. The front of the appeal building, including the signage, appears to be externally illuminated from floodlamps located at the top of the ground floor fascia, as previously approved by the Council.

12. In cumulation with the existing advertisements, the scheme results in the visual cluttering of the exterior of the appeal building. This effect is exacerbated by the proportions of the advertisements in relation to the elevation, which reduces the visible available surface area of the original façade and causes the advertisements to appear as dominant additions. The plans before me indicate a modest though notable gap between the top of the existing fascia and the bottom of the first floor windows. However, it was observable on site that this gap is materially smaller in reality. Therefore, the effects arising from the proportional relationship between the signage and front elevation are greater when observed on site.
13. Furthermore, the advertisements appear incongruous within a context defined by traditionally proportioned buildings with largely unaltered upper elevations, where commercial signage is generally confined to ground-floor fascia level. Their placement above this level disrupts the consistent pattern of advertisement hierarchy within the area, drawing undue attention and appearing incongruous against the appeal building's period façade and wider context of surrounding buildings, which contribute positively to the streetscape and amenity of the area.
14. The combination of the advertisement's siting between first and second floor and the building's configuration results in long sightlines from both directions along Fulham Road, meaning the advertisement and its harm to amenity is widely observable and prominent.
15. For these reasons, I find that the advertisement harms the amenity of the area. It therefore fails to preserve or enhance the character or appearance of the WGCA. I therefore find conflict with the Regulations and the duty set out within s72(1) of the P(LBCA)A. Insofar as they are material, I find further find conflict with Policies DC1, DC8 and DC9 of the Local Plan (2018) which, among other things, aim to ensure that advertisements are of a high standard of design which should be in keeping with the character of location and conserve or enhance heritage assets. I also find inconsistency with the Council's Supplementary Guidance (2018).

Other Matters

16. The appellant notes that adverts have historically been located on the appeal building in the same position as this appeal scheme. However, the evidence before me indicates that examples provided relate to wording only, unlike the appeal advertisement. Therefore, these precedents attract only limited weight and do not alter my recommendation of this appeal.
17. I acknowledge that the advertisement may increase footfall to the restaurant and perhaps amount to a localised public economic benefit. However, I afford this benefit limited weight as I have been provided with insufficient information to demonstrate that the additional signage would materially increase awareness of the premises or the type of food being sold.
18. The appellant notes that the advertisement creates an interesting feature to the building which has previously appeared tired and uninteresting. However, irrespective as to whether this is the case, it does not preclude the harm I have found above to the amenity of the WGCA and does not alter my recommendation.

Conclusion and Recommendation

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

Finlay Bradford

APPEAL PLANNING OFFICER

Inspector's Decision

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

B Plenty

INSPECTOR