



Appeal Decision

Site visit made on 14 April 2026 by I Ingledew

Decision by T Law BSc MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 5 June 2026

Appeal Ref: APP/W5780/Z/25/3372856

Pavement o/s One Stop, Valentines House, Ilford IG1 2DG

- 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 2781/24.
 - 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.

Preliminary Matters

3. The Council has drawn my attention to the policies it considers to be relevant to this appeal, and I have taken them into account as material considerations. However, powers under the Regulations to control advertisements may be exercised only in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors. In my determination of this appeal, the policies by themselves have not been decisive.

Main Issue

4. The Council has raised no objection in respect of amenity, and I observed nothing which would lead me to dispute this conclusion. The main issue is therefore the effect of the proposal on public safety.

Reasons for the Recommendation

5. The appeal site is located alongside the Ilford Hill stretch of the A118 and adjacent to the Ilford Hill bus stop. Along this stretch, the highway widens to accommodate multiple traffic lanes, where motorists are required to assess traffic conditions and select the appropriate lane, often while buses are manoeuvring between the bus lane and the three general traffic lanes. This environment therefore requires a high level of attention from motorists to reduce the risk of collisions. At the time of my

site visit, I observed that this was a busy stretch of road carrying a high volume of traffic.

6. The site is positioned adjacent to a frequently used bus stop where several bus services operate simultaneously. As a result, there is regular activity involving buses pulling in and out of the bus lane, as well as substantial pedestrian movement of passengers. The adjoining pavement is wide and relatively uncluttered, assisting with pedestrian circulation as well as clear legibility of road signs along Ilford Hill to aid motorists.
7. The proposed advertisement unit would be visible from the approach to the Ilford Hill bus stop, including from the junction with Chapel Road where vehicles begin to merge, introducing a visually prominent element into a busy road environment. Although the display would not physically obscure traffic signals or signage, it would nevertheless present a potential distraction by way of its illuminated display and changing images. In an area where demand on attention is already high, with the evidence before me showing a high number of recorded collisions, this would therefore introduce an unreasonable additional distraction where attention to road signage and manoeuvring vehicles is important, increasing the risk of driver error and collision and therefore providing a level of unacceptable harm to public safety.
8. For the reasons above, I therefore conclude that the proposed advertisement would result in unacceptable harm to public safety. Although not determinative, I have had regard to Policies LP26 and LP28 of the Redbridge Local Plan 2015-2030 (March 2018) and Policy T4(f) of The London Plan (2021), and have concluded that the proposed advertisement does not accord with these policies which, amongst other things, seek to ensure development and advertisements are appropriately designed so as not to increase road danger.

Conclusion and Recommendation

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

I Ingledew

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.

T Law

INSPECTOR