
Appeal Decision

Site visit made on 14 April 2026 by I Ingledew

Decision by Tamsin Law BSc MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 5 June 2026

Appeal Ref: APP/W5780/Z/25/3372852

Pavement o/s 111 High Road, Ilford IG1 1DE

- 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 2772/24.
 - The advertisement proposed is Installation of an internally illuminated freestanding double-sided digital advertisement unit - advertised space measuring 1065mm x 1895mm.
-

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 main issue is the effect of the proposal on the amenity of the surrounding area.

Reasons for the Recommendation

Amenity

5. The appeal site is located at the end of the pedestrianised street of High Road, a predominantly commercial area which, at the time of my site visit, was busy with pedestrian movement. The area surrounding the appeal site features several different street furniture elements, such as benches, planters, signage and lamp posts. A common presence along High Road, there is a particular concentration of these features at the appeal site, where High Road meets the bend of Clements Road, with planters and seating contributing to a pleasant, open environment for

passers by to rest and enjoy, offering visual relief from the built up, commercial High Street, and offering long distance views across Clements Road.

6. The proposed advertisement unit would be located in a visually prominent position within close proximity to the street furniture at the end of High Road. This addition would disrupt the existing carefully balanced street furniture layout, resulting in a cluttered and visually busy appearance that would undermine the open visual quality afforded by the planters and benches. Although the principle of advertisement in this space is not disputed, nor the level of, the presence of a freestanding unit in this location would nevertheless harm the visual amenity of the area by eroding the open and pleasant quality at the end of High Road.
7. For the reasons above, I therefore conclude that the proposed advertisement would result in unacceptable harm to the visual amenity of the area. Although not determinative, I have had regard to Policies LP26 and LP28 of the Redbridge Local Plan 2015-2030 (March 2018) and Policy D8(k) of The London Plan (2021), and have concluded the proposed advertisement does not accord with these policies which, amongst other things, seek to ensure development and advertisements respect the local character of the area, whilst preventing unnecessary street clutter within the public realm.

Other Matters

Public Safety

8. Whilst the Council have not refused the application on the grounds of public safety, they have included within their report that the proposed advertisement fails to conform in terms of impact on highway insofar that it does not prioritise pedestrian movement. Sufficient space is retained around the proposed advertisement unit to facilitate accessible movement for all, and therefore I have not identified harm in this regard. I have however concluded the proposal would result in harm to visual amenity.

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