
Appeal Decision

Site visit made on 20 March 2025

by **M Aqbal BA (Hons) DipTP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 16 May 2025

Appeal Ref: APP/F5540/Z/24/3350484

Grass verge northwest of Henlys roundabout, Bath Road, Hounslow TW5 9AX

- 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 Mrs J Woodward, Marketing Force against the decision of the Council of the London Borough of Hounslow.
 - The application Ref is P/2024/1618.
 - The advertisement proposed is a single free-standing, non-illuminated advertisement sited on the verge.
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Decision

1. The appeal is dismissed.

Preliminary Matter

2. The address of the site is not provided on the application form. Therefore, I have taken this from the appellant's appeal form.
3. The Advertisements Regulations stipulate that control 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. I have determined the appeal on this basis.

Main Issues

4. The main issues are the effect of the proposal on visual amenity and public safety with regard to highway safety.

Reasons

Visual amenity

5. The appeal site comprises part of a sizeable grass verge located to the west of Henlys roundabout, adjacent to the A4 eastbound. This grass verge is occupied by a mature tree and .
6. The immediate area is commercial in nature and dominated by highway infrastructure. Even so, the grass verge because of its verdant and largely open nature, along with landscaping on Henlys Roundabout and on the opposite side of the carriageway, provide some visual relief to the highway structure and contribute positively to the visual amenity of the area. Moreover, because this grass verge is located near to a busy highway and a bus stop, it is highly visible and due to this and its appearance is particularly sensitive to change.

7. The proposed sign incorporates a fascia measuring about 2.4m x 11.2m and would have a maximum height of nearly 2m above ground level, with a limited gap of approximately 70cm between the bottom of the sign and the ground level.
8. The proposed sign would stretch across an appreciable section of the wider part of the grass verge. Because of this and its overall scale, the proposed sign would dominate and diminish the openness of the grass verge and also obscure views of the trees. Therefore, the proposed sign would undermine the amenity of the grass verge. As such, the proposed sign would be detrimental to the visual amenity of the area.
9. Whilst there is street furniture nearby, the telecommunications monopole and streetlights are tall and slender and, in my opinion, are not as obtrusive as the proposed sign. The bus shelter is located off the grass verge and its signage is contained within its structure.
10. The nearby McDonalds drive-thru restaurant and petrol filling station incorporate numerous different types of signage. However, these are largely contained on their respective buildings and forecourts. Signs associated with nearby shops are limited to existing shopfronts. Therefore, these existing signs form part of existing structures and/or businesses. The signs on nearby roundabouts are much smaller in scale relative to the proposed sign. As such, these existing signs and surrounding context, do not alter my conclusion that the proposed sign would harm the visual amenity of the area.
11. I have also taken account of Policies CC1 and CC5 of the Hounslow Borough Local Plan (2015-2030) ('HLP'). Among other things, these policies require that a proposal conserves and takes opportunities to enhance particular features or qualities that contribute to an area's character, e.g. mature trees, and be of a high quality design to support the enhancement of the borough's amenity.

Highway safety

12. The proposed sign would be located to the east of the nearby petrol filling station and setback from parts of the highway used by pedestrian and vehicular traffic.
13. Motorists travelling eastbound along the A4 towards the access to the petrol filling station would have already passed the proposed sign. Furthermore, motorists travelling in this direction towards Henlys roundabout are likely to be doing so at low speeds because of an intervening pedestrian crossing and the access/egress arrangements associated with the petrol filling station. I also observed that because of its siting, the proposed sign would not impede intervisibility between motorists using the access into the petrol filling station and pedestrians crossing this access.
14. Whilst the Council suggests that Henlys roundabout and the roads off this have experienced a high number of collisions in recent years, there is no substantive evidence that the proposed sign would further exacerbate collisions in the area.
15. For the above reasons, I conclude that the proposed sign would have no adverse effect on public safety with regard to highway safety.
16. I have taken account of policies CC5 and EC2 of the HLP. Amongst other matters these require that an advertisement and associated structure do not adversely impact on pedestrian and vehicle movement and safety.

Conclusion

17. I have found that the proposed sign would not harm public safety. Nonetheless, this would harm the visual amenity of the area. For this reason, I conclude that the appeal should be dismissed.

M Aqbal

INSPECTOR