



Appeal Decision

Site visit made on 9 June 2025

by Mrs Chris Pipe BA(Hons), DipTP, MTP, MRTPI

an Inspector appointed by the Secretary of State

Decision date: 28 July 2025

Appeal Ref: APP/D3640/Z/25/3364382 Land O/S 35 High Street, Camberley GU15 3RB

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent for the display of an advertisement.
 - The appeal is made by Mr Sandash Punj, Trueform Engineering Limited against the decision of Surrey Heath Borough Council.
 - The application Ref is 24/1228/ADV.
 - The development is display of a two digital 75 inch LCD display screens, one on each side of the freestanding unit.
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Decision

1. The appeal is allowed and express consent is granted for the display of a two digital 75 inch LCD display screens, one on each side of the freestanding unit as applied for. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations and the following additional conditions.
 - 1) There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.
 - 2) In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m².
 - 3) In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².
 - 4) Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds.

Procedural Matter

2. The Council changed the description of development from that stated on the application form in the interests of clarity. I consider that the amended description accurately describes the appeal scheme and accordingly I have adopted an amended description in the heading above.

3. Emerging Local Plan policies within the Surrey Heath Local Plan (2019 -2038) are referred to in the reasons for refusal. These policies are broadly consistent with other referenced development plan policies and the National Planning Policy Framework (2024) (the Framework), and whilst they have not yet been examined nor adopted, they carry some weight.

Main Issues

4. The main issues are the effect of the advertisement on (i) public safety; and (ii) the amenity of the area.

Reasons

Public Safety

5. The Council does not raise issue with regard to public safety other than with regard to crime and anti-social behaviour. The proposed development could provide screening where persons could hide from passers-by. The safety of persons using any highway is a factor relevant to this appeal.
6. Surrey Police have objected to the proposed development and have provided an extract from the Op Chariot Camberly Hotspot which demonstrates that there is a cluster around the High Street of crime and anti-social behaviour. Surrey Police are also concerned that an ASB Management plan has not been provided which would set out a strategy for the ongoing management of the development and how it would possibly deter/reduce potential future misuse.
7. I observed from my site visit that there are a number of existing street structures which could conceal a person including telephone box, utility cabinets, large plant pots etc. Whilst the scale of the structure could screen a person, being visible from different vantage points along the highway with street lighting in a well trafficked commercial area, the proposed development would benefit from natural surveillance from passers-by. Whilst Surrey Police have confirmed that the area is a hotspot in terms of crime and anti-social behaviour, I have not been provided with substantive evidence to demonstrate that the existing street structures are complicit.
8. There is limited documented evidence before me to suggest that crime or antisocial behaviour would increase over existing levels. As a result, I am not persuaded that the proposed development would increase opportunities for crime and antisocial behaviour, as such there is no harm to public safety.
9. Given I have concluded that the proposal would not harm public safety, the proposal complies with Policy DM9 of the Core Strategy & Development Management Policies 2011-2028 (2012) (the Core Strategy) and Policy DH1 of the Surrey Heath Local Plan (2019 -2038) (the Emerging Local Plan), which amongst other things seeks to reduce the potential for crime and fear of crime.

Amenity

10. The appeal site is within Camberley Town Centre within the commercial High Street. Advertisements in the immediate area are predominantly fascia signs on shopfronts. The High Street contains a number of structures within the wide footpath, including telephone box, bench seating, significantly large plant pots, railings around street trees, utility cabinets and a High Street map contained within

a similar freestanding structure to the proposed development, albeit the existing structure appears smaller.

11. Adjacent the appeal site is a bench seat and bicycle stand with a telephone box close by. The proposed advertisement would comprise a modern freestanding unit at a height above finished floor level of 2.6m, width of 1.14m and depth of 0.28 with a display on each side where a static advertisement image would have the capability to change every 10 seconds.
12. Along the High Street there are a number of freestanding structures given the commercial nature, the wide footpath which gives a sense of space, the scale, illumination and changing images would not be a dominant feature. The proposed advertisement would be viewed in the context of other street furniture and would not be out of keeping with the area or the Victorian and Edwardian style buildings within the area.
13. The Council has drawn my attention to a number of proposals and appeals within the surrounding area relating to advertisements, some of which would be within communications kiosks. I note that 5 proposals, including the appeal site, have been refused on the High Street. I also note that 4 have appealed, including the appeal site, of the 3 other appeals 2¹ have been dismissed and 1² allowed. Whilst multiple freestanding advertisements could have a cumulative effect on the amenity of an area, I am not persuaded that the allowed communications kiosk with digital advertisement or other similar developments within the same street would alter my findings in this appeal. Notwithstanding this each development must be considered on its individual merits, and I have reached my conclusion based on the individual merit of the appeal proposal.
14. I find that the proposed advertisement would not harm the amenity of the area.
15. In assessing amenity, I have taking into account the advertisements within the area whilst the prevailing advertisements are located on shop fronts the proposed advertisement would respect the character of the area and not create a proliferation of advertisements in the area. I conclude that the display of the digital freestanding display proposed would not be detrimental to the amenity of the area.
16. The proposed development would not conflict with Policy DM9 of the Core Strategy, Policies DH1 and DH6 of the Emerging Local Plan and Policies TC1, TC11, TC12 and TC13 of the Camberley Town Centre Area Action Plan 2011-2028 (2014) which seek amongst other things that developments are high quality respecting local character. Given I have concluded that the proposal would not harm amenity, the proposal does not conflict with these policies.
17. I find no conflict with the Framework which seeks to protect the quality and character of places from poorly sited and designed advertisements.

Conclusion

18. The appeal is allowed and consent granted for the display of a two digital 75 inch LCD display screens, one on each side of the freestanding unit on the terms set out in the Decision.

¹ 71 High Street (APP/D3640/W/25/3361975 & APP/D3640/H/25/3361976) & 12-18 High Street (APP/D3640/W/25/3361972 & APP/D3640/H/25/3361974)

² 88 High Street (APP/D3640/W/25/3360457 & APP/D3640/H/25/3360458)

19. In addition to the standard five conditions, I am attaching further conditions to limit the luminance in the hours of darkness and to ensure ambient light levels during daylight in the interests of the amenity of the area.
20. In terms of ensuring that the advertisements do not cause a distraction to users of the area, I am imposing conditions relating to the minimum time permitted for each image and that each image is static.

Chris Pipe

INSPECTOR