



Appeal Decision

Site visit made on 19 March 2025 by R Pankhurst

Decision by L McKay MA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 11th August 2025

Appeal Ref: APP/F5540/Z/24/3352741

336-342 Staines Road, Hounslow, London, TW4 5BD

- 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.
 - The appeal is made by Wildstone Estates Limited against the decision of the Council of the London Borough of Hounslow.
 - The application Ref is P/2024/2082.
 - The advertisement proposed is erection of a D6 small format Advertising Display.
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Decision

1. The appeal is allowed and express consent is granted for the display of a D6 small format Advertising Display at 336-342 Staines Road, Hounslow, London, TW4 5BD in accordance with the terms of the application, Ref P/2024/2082. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations and the following additional conditions:
 - 1) In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m².
 - 2) 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.
 - 3) Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages/ advertisements being displayed.
 - 4) There shall be no moving images, animation, video or full motion images.
 - 5) The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display shall include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

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.

Main Issue

3. The main issue is the effect of the proposed advertisement on the amenity of the area.

Reasons for the Recommendation

4. The appeal site is comprised of a filling station forecourt and retail unit on a busy main road. The area immediately around the filling station is generally residential in nature, however, there are commercial uses including several shops further along Staines Road and a garage on the corner of Ivy Lane.
5. The appeal advertisement is for single sided display located near the exit of the petrol filling station. There are a number of advertisements along this exit, including several affixed to the gas cylinder storage banks and boundary. While these advertisements are visible from the street, they do not appear excessive as they are set back against the boundary fence and within the forecourt of the petrol filling station. Consequently, these advertisements are predominately viewed by users of the petrol filling station.
6. The appellant states that the proposal would replace an existing temporary display and flag. However, at the time of my inspection, I did not see those advertisements in place. Nonetheless, the positioning of the appeal advertisement up against the boundary and shrubs of the neighbouring property would prevent other temporary signage being placed there in future, therefore it would not harmfully add to visual clutter in that part of the site. As it would be seen in conjunction with the other existing signage and set back from the road, it would not appear obtrusive.
7. The appeal advertisement would be set amongst various other advertisements on the appeal site including illuminated totem display and illuminated canopy. Given its siting, and when viewed in the context of its commercial setting as a petrol filling station, the appeal advertisement would not look out of place or be a distracting addition to the street scene. Furthermore, there are other similar advertisements in close proximity including on a bus stop to the east of the site and on the corner of Ivy Lane. In this respect, the appeal advertisement would not cause harm to the pedestrian experience or character of the area.
8. In this case neither the Council nor any other party has raised any objection to the appeal advertisement in relation to public safety. From the evidence before me, and my observation on site, I can see no reason to disagree.
9. For the above reasons, I conclude that the proposed advertisement would not cause harm to the amenity of the area. I have taken into account the aims of policies CC1 and CC5 of the London Borough of Hounslow Local Plan 2015-2030 (adopted 15 September 2015), which seek to conserve the character of the area and ensure advertisements respect their context. Given that I have concluded the advertisement does not harm amenity, I find no conflict with these policies.

Conditions

10. In addition to the five standard conditions set out in the Regulations, I recommend conditions to limit the illumination of the sign and the nature and frequency of changes to images displayed to ensure that the advertisement would not be so overly eye-catching that it would detract from amenity of the local area. I have removed reference to documentation where it is not needed in order for the condition to meet the relevant tests.
11. The appellant has suggested a condition to ensure the proposal is carried out in accordance with the plans in the interest of proper planning procedures. However, this condition is not necessary as if allowed, this decision grants express consent and not planning permission.
12. The appellant has suggested a condition requiring no images displayed shall resemble official road traffic signs in the interests of amenity. However, this would not be necessary as its position within the forecourt of petrol station means that such images would not result in confusion with traffic signs or signals.

Conclusion and Recommendation

13. For the reasons given above and having had regard to all other matters raised, I recommend that the appeal should be allowed subject to conditions.

R Pankhurst

APPEAL PLANNING OFFICER

Inspector's Decision

14. I have considered all the submitted evidence and my representative's report and agree with the reasoning and recommendation. On that basis the appeal is allowed subject to the 5 standard conditions and the additional conditions listed above.

L McKay

INSPECTOR