



Appeal Decision

Site visit made on 18 September 2025

by **John D Allan BA(Hons) BTP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 01 October 2025

Appeal Ref: APP/R5510/Z/25/3369856

Mill Road Service Station, Mill Road, West Drayton, Hillingdon, UB7 7EQ

- 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 Wildstone Estates Limited against the decision of the Council of the London Borough of Hillingdon.
 - The application Ref is 78043/ADV/2025/23.
 - The advertisement proposed is described as a '*D6 digital display*'.
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Decision

1. The appeal is allowed and express consent is granted for the display of an internally illuminated digital display board at Mill Road Service Station, Mill Road, West Drayton, Hillingdon, UB7 7EQ in accordance with the terms of the application, Ref 78043/ADV/2025/23. 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) 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 in accordance with the recommended maximum night time luminance value set out for Environmental Zone 4 in Table 10.4 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).
 - 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).
 - 4) The minimum display time for each advertisement shall be ten seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

Procedural Matter

2. The banner heading above uses a description for the proposed advertisement that was given on the application form. My formal decision uses the description that appears on the decision notice. This gives an accurate and more informed description of the proposed advertisement display.

Main Issue

3. The Council has raised no concern regarding the effect of the proposed advertisement on public safety. I have no reason to disagree. The main issue therefore is the effect of the proposed advertisement on the visual amenity of the area.

Reasons

4. The appeal relates to an existing petrol filling station (PFS) occupying a corner site with a frontage to Mill Road and a side return to Mill Close, a residential cul-de-sac. It has an open forecourt with a canopy over, a recessed shop and car-wash, and typical array of signage, including a totem sign positioned on its outside corner. The site sits within and to the west side of the West Drayton Green Conservation Area (CA). I have been neither provided with, nor directed to, any published assessment of the area's significance as a heritage asset. I saw for myself the CA to be centred around a large expanse of publicly accessible open space with an eclectic mix of dwelling types, sizes and ages surrounding, and with the historic Drayton Hall house and gardens to the east. Based upon my own assessment, I find the appeal site and its immediate setting, which comprises a suburban residential street of early/mid-20th century housing of no special quality along a busy road, contributes little to the architectural or historic interest of the CA.
5. The proposal is for one single-sided internally illuminated digital display board, to be positioned towards the site's frontage and adjacent to the boundary with the neighbouring dwelling at 38 Mill Road. The sign would stand 2.4m tall and just over 1.2m wide, with an LCD screen that would display static advertisements sequencing every ten seconds.
6. The PFS forecourt is typical of its kind, commercial in form and function, with ad hoc advertising integral to its component operations. The advertising display unit would sit against the backdrop of an approximate 2m high boundary enclosure between the frontage of No 38 and the forecourt. Whilst taller than the adjacent combined wall and fence, the height of the display unit would not be excessive, and when considered with its limited width and shallow depth, it would appear neither visually imposing nor incongruous.
7. The illuminated screen would face into the forecourt and would be visible within the commercial and dynamic context of its setting, where vehicles and pedestrians routinely pass in and out of the commercial area. During daylight hours, notwithstanding the level of luminance, the advertisement would mimic a traditional paper and paste display. During hours of darkness, the display would be undeniably more vibrant. However, its controlled luminance levels would ensure compliance with the Institution of Lighting Professionals (ILP) guideline figure at night-time for a suburban location, where it would be seen within the context of the canopy-lit and active space. In these circumstances, I am satisfied that neither the

degree of luminance nor the regularly changing nature of the images would appear out of keeping or harmful to the character or appearance of the area.

8. Overall, I am satisfied that the proposal would not harm the amenity of the area. As such, it would preserve the character and appearance of the CA without harm to its significance as a designated heritage asset. I have taken account of Policies DMHB4 and DMHB13A of the Hillingdon Local Plan Part 2 Development Management Policies (2020), which the Council has relied upon to support their decision. Between them they seek to protect amenity and ensure that the character and appearance of the historic environment is preserved or enhanced, and so they are material in this case. Given I have concluded that the proposal would not harm amenity, there would be no conflict with either of these two policies. For the same reasons, there would be no conflict with the National Planning Policy Framework's objectives for achieving well-designed places or for conserving and enhancing the historic environment.

Conditions

9. The Council indicated that they are satisfied that no further conditions are necessary in the event of the appeal succeeding. Nevertheless, and in line with suggestions by the appellants, I have included conditions to control the intensity of illumination to be within the guidelines set by the ILP and in line with the specific details of the application, including with regard to flashing images and the amount of time between image changes. These are necessary for the avoidance of doubt, and in the interests of both visual amenity and public safety.

Conclusion

10. For the reasons given above, the appeal succeeds.

John D Allan

INSPECTOR