



Appeal Decision

Site visit made on 4 June 2025

by Elizabeth Lawrence BTP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 20 October 2025

Appeal Ref: APP/Q3630/Z/25/3370452

Highway land outside Addlestone Pharmacy, 92a Station Road, Addlestone, KT15 2AD.

- 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 Mr Sandash Punj (Trueform Engineering Limited) against the decision of Runnymede Borough Council.
 - The application Ref is RU.25/0592.
 - The development proposed is for a double sided freestanding digital information and advertising display.
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Decision

1. The appeal is allowed and express consent is granted a double sided freestanding digital information and advertising display 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) Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds.
 - 3) In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m².
 - 4) 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.

Preliminary matter

2. In this decision I have used the description for the proposal as set out in the Council's decision Notice. This is because it is concise and refers to the advertisement display as opposed to the operation of the display panels within it.

Main Issue

3. The main issue is the effect of the proposal on the character and amenity of the street scene and public realm.

Reasons

4. The appeal site is situated within Addlestone Town Centre which comprises a modest sized mixed retail and commercial area. It is characterised by a mixture of traditional older terraced and modern flat roofed commercial properties with commercial and residential uses at first floor level, together with larger modern commercial properties.
5. The proposed double sided free standing digital information and advertising display (display unit), would project above the ground by 2.750 metres and would be 1.140 metres wide and 0.280 metres deep. It would have a black polyester powder coated aluminium frame and digital LCD panels on both sides. The sequenced static advertisement images would change every 10 seconds and the panels would be programmed not to exceed 300cd.sq.m at night. This would fall within the recommendations set out under the Institute of Lighting Professionals - Professional Lighting Guide No.5 2015: The Brightness of Illuminated Advertisements. The proposed panels would also have built-in sensors to allow them to adjust to the ambient light levels and would not operate between the hours of 12pm and 5am.
6. Regulation 3(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (TCPA), states that a local Planning Authority shall exercise its powers under these regulations 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 factors.
7. TCPA Regulation 3(2) states with without prejudice to the generality of paragraph 3(1)(b) factors relevant to amenity include general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. The Planning Practice Guidance (PPG) advises that in relation to advertisements amenity is usually understood to include visual and aural amenity in the immediate neighbourhood of an advertisement.
8. Policy EE1 Of the Runnymede 2030 Local Plan (LP), states that new development should be of high quality and inclusive design which responds to local context. Proposals should contribute to and enhance the quality of the public realm and should ensure no adverse impact on the amenities of neighbouring property or uses.
9. Paragraph 141 of the National Planning Policy Framework 2024 (the Framework) states that poorly sited advertisements can have a negative impact on the quality and character of places. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. It also seeks to foster the delivery of sustainable development in a positive and proactive manner. Paragraph 135 of the Framework seeks to ensure that proposals are sympathetic to local character, establish or maintain a strong sense of place, function well and add to the quality of the area.
10. The appeal site is located within a wide stretch of pavement to the front of a row of modern part two/part three storey flat roofed attached buildings with predominantly small retail/commercial uses at ground floor level, with residential uses above. The units have an assortment of shopfronts, fascia signs, projecting box signs and advertisements displayed within the shopfronts. Some of the units also have awnings, freestanding advertisement boards and tables and chairs immediately to the front of them.
11. The proposed display unit would also be adjacent to an existing bus stop layby and a short distance from two bus shelters which have digital display advertisement panels on their side elevations. Other street furniture in the immediate area includes a row of modern street bollards, bins, a street light and a controlled pedestrian crossing.
12. Collectively these features contribute to the active commercial character and appearance of Addlestone town centre. Also, in the vicinity of the appeal site the street scene appears spacious due to the width of the pavement.

13. The council has confirmed that advertisement consent has been granted for replacement internally illuminated digital displays at the bus stop located some 28 metres from the appeal site. As they would simply replace the existing advertisement panels and would form an integral part of the bus shelter, they are not directly comparable to the proposal. However, as existing/consented advertisement panels their consent and siting are a material consideration when assessing the cumulative effect of advertisements in the immediate area.
14. Within this setting the proposed display unit would not appear out of place. It's appearance would respect the modern flat roofed commercial buildings and the display unit would be comparable in size to the bus shelter displays. Whilst the advertisements displayed in the proposed display unit would add to the number of advertisements being displayed in the immediate area, both individually and cumulatively the proposed display unit and associated advertisements would be readily assimilated into the street scene.
15. I note that Advertisement consent has been granted for the replacement of internally illuminated digital displays at another bus shelter. That bus shelter is located to the front of a large modern supermarket on the opposite side of the road and beyond the junction of Station Road and Garfield Road. Planning and advertisement consent has also been granted for a freestanding communications kiosk with integral defibrillator and advertisement panel. Whilst it would be located on the same side of Station Road as the proposed display unit, it would be located some 220 metres away, beyond the junction of Station Road and Garfield Road. As such I find that their existence would not individually or cumulatively have a materially adverse impact on the siting of the proposed display panels.
16. For these reasons the proposed display unit would not harm the character and amenity of the street scene and public realm.
17. The Council has not raised any concerns relating to public safety. From my site visit and having regard to the siting of the proposed display unit I similarly consider that the proposal would not have a materially adverse impact on highway safety.
18. It is accepted that there is a need for every advertisement. However, as indicated in paragraph 6 of this decision only interests of amenity and public safety can be taken into account. Accordingly, the points included in the appeal submissions relating to local advertising discounts, community and emergency messaging and various other social commitments are not related to the amenity of the display panels and so they are not material to this decision.
19. Finally, whilst not suggested by the council I consider that conditions relating to the movement of images, luminance during the hours of darkness, minimum display time, and the control of luminance during daylight hours are both necessary and reasonable. This is to protect the amenity of the area and in the interests of highway safety. Neither the council, nor the appellant have raised any concerns regarding the need for and reasonableness of these conditions.
20. I conclude that the proposed display unit would not harm the character and amenity of the street scene and public realm. Accordingly, it would comply with LP Policy EE1, in-so-far as it is material to the proposal and paragraphs 135 and 141 of the Framework.

Elizabeth Lawrence

INSPECTOR