



Appeal Decision

Site visit made on 5 August 2025 by J Kirkaldy BSc (Hons) PGDip MRTPI

Decision by C Butcher BSc MA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 24TH November 2025

Appeal Ref: APP/G5180/Z/25/3368155

Wickham Manor Service Station, 171 High Street, West Wickham, BR4 0LU

- 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 Bromley.
 - The application Ref is DC/25/00118/ADV.
 - The advertisement proposed is a small format advertising display.
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Decision

1. The appeal is allowed and express consent is granted for the display of a small format advertising display at Wickham Manor Service Station, 171 High Street, West Wickham, BR4 0LU in accordance with the terms of the application, Ref DC/25/00118/ADV. 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) During the hours of darkness, the illumination level shall not exceed 300 cd/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) There shall be no additional effects (including, but not limited to: audio, odours, smoke, animation, flashing, scrolling, three dimensional, intermittent or video elements, and shall not depict any images that resemble road signs or traffic signals) of any kind, at any time.
 - 4) The minimum display time for each piece of content on the digital screens shall be 10 seconds.
 - 5) The interval between advertisements shall take place over a period of no greater than one second.
 - 6) The display shall at all times maintain a safety feature that will turn the screen off (ie shows a black screen) in the event that the display experiences a malfunction or error.

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.

Preliminary Matters

3. The Council have referred to policies it considers to be relevant to this appeal, and I have taken them into account as a material consideration where relevant. However, powers under the Town and Country Planning (Control of Advertisements) Regulations 2007 to control advertisements may only be exercised in the interests of visual amenity and public safety, taking account of any material factors. The National Planning Policy Framework and the Planning Practice Guidance reiterates this approach. Consequently, the Council's policies have not by themselves been decisive in my determination.

Main Issue

4. The main issue is the effect of the proposal on the visual amenity of the area.

Reasons for the Recommendation

5. The appeal site is a fuel filling station situated at the end of the High Street on a busy route through the town. The surrounding area has a mixed commercial and residential character. There is a significant amount of street furniture in the locality of the site, including street signs, bus shelters, lamp posts, utility boxes and bollards.
6. The proposed digital advertising screen would exhibit six static advertisements on a rotation sequence of every ten seconds. It would be a single sided display visible to those approaching/entering the fuel station travelling westbound along the High Street. It would be viewed against the backdrop of the large, illuminated totem pole and associated buildings of the fuel station. The proposed display would not unduly clutter the front verge of the fuel station. Within the fuel station there are numerous examples of signage, the proposed digital display screen would therefore not be perceived as an incongruous feature and would not, given its size, appear out of keeping with the commercial appearance of the site.
7. The proposed level of illumination would not be excessive or unsightly in the context of the surrounding environment, having regard to the well-lit nature of the road and the presence of commercial premises, with the neighbouring supermarket and illumination within the fuel station itself. It would not directly face the residential properties on the opposite side of the High Street and there is also a sufficient distance of separation given the width of the road.
8. Having viewed the appeal site from a number of locations along the High Street and Manor Road I am satisfied that the proposed display would not appear overly dominant, incongruous or obtrusive within the street scene. Whilst the proposal would be noticeable due to the digital illumination and changing images it would not cause such a drastic change to the appeal site so as to have an adverse effect on the visual amenity of the area.
9. In summary, for the reasons given above I find that the proposed digital advertising screen would not have a harmful effect on the visual amenity of the area and would

accord with Policies 37 and 102 of the London Borough of Bromley Local Plan (2019). The relevant parts of these policies seek to ensure that development is well designated and that advertisements have regard to the character of the surrounding area.

Other Matters

10. One objection was submitted during the course of the application. This primarily related to the effect of the proposed screen on the living conditions of nearby residents. Given that proposals of this nature must only be assessed having regard to visual amenity and public safety, any other matters, including living conditions, fall outside of the scope of this appeal. I am satisfied that matters pertaining to public safety can be satisfactorily addressed through the imposition of conditions.

Conditions

11. In addition to the 5 standard conditions set out in the Regulations, the appellant has suggested a number of additional conditions. I have considered the suggested conditions having regard to the tests set out in the Framework and have made changes where necessary for clarity and precision. A condition is necessary, in the interests of certainty, to specify the approved plans.
12. The additional suggested conditions relate to the level of luminance of the sign, moving images and the frequency with which the display changes. In the interest of public safety, I consider it reasonable and necessary to impose conditions to that effect broadly along the lines proposed.

Conclusion and Recommendation

13. For the reasons given above the appeal should be allowed.

J Kirkaldy

APPEAL PLANNING OFFICER

Inspector's Decision

14. I have considered all the submitted evidence and my representative's report and on that basis the appeal is allowed.

C Butcher

INSPECTOR