
Appeal Decision

Site visit made on 16 September 2025 by K Hole BA (Hons)

Decision by Zoe Raygen DipURP MRTPI

an Inspector appointed by the Secretary of State

Decision date: 05 December 2025

Appeal Ref: APP/R5510/Z/25/3368117

Bus Shelter, Pavement Outside 4-6 Rowland Place, Northwood HA6 1AB

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (the Regulations) against a refusal to grant express consent.
 - The appeal is made by Transport for London against the decision of the Council of the London Borough of Hillingdon.
 - The application Ref is 79312/ADV/2025/9.
 - The advertisement proposed is an internal illuminated sequential advertisement capable of static and dynamic content display with automatic rotation of images.
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Decision

1. The appeal is dismissed.

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. Powers under the Regulations to control advertisements may be exercised only in the interests of visual amenity and public safety, taking account of any material factors. The Council has raised no objection with regards to public safety, and I have no reason to disagree. Furthermore, the Council has drawn my attention to the policies it considers relevant, and I have taken them into account as a material consideration though they have not, by themselves, been decisive in my recommendation on this appeal.

Main Issue

4. The effect of the proposal on the visual amenity of the area, including whether it would preserve or enhance the character or appearance of the Northwood Town Centre, Green Lane Conservation Area (CA).

Reasons for the Recommendation

5. The significance of the CA originates from the area developing into a vibrant suburban centre following the opening of Northwood train station in 1887. Most of the buildings are of high-quality design including a variety of architectural styles, with strong character and a high proportion of good quality commercial and public buildings which add to the CA's significance.

6. Green Lane is the main route running through the CA and the primary location for commercial activity in Northwood. Rowland Place is on the eastern edge and was the last major section of commercial development constructed in the 1960s. Designed in a Neo-Georgian style, the ground floor level is in retail use with accommodation located above separated by a distinctive stepped canopy.
7. The appeal site comprises a bus shelter that occupies a prominent location on an area of pavement that is detached from Rowland Place by a vehicle lay by.
8. Due to its commercial setting, the surrounding area features numerous advertisements. There are many shop fascia signs and several advertisements displayed on street furniture including a freestanding unit at 8-10 Rowland Place, a telephone kiosk on the opposite side of Green Lane and indeed, the bus shelter that is the subject of this appeal.
9. These advertisements share many common characteristics given that they tend to be static, simple and unassuming, and aside from the few examples of street furniture, are of similar scale. Even though the existing bus shelter is internally illuminated, it is at an unobtrusive level and, together with an absence of other illuminated advertisements nearby, there is a subdued visual appearance to the street scene.
10. I acknowledge that the proposal would not physically alter the bus shelter, nor create any additional visual clutter. However, together with its prominent location, the introduction of a digital display with a bright screen and rotating images, the proposed advertisement would draw the eye and dominate the street scene. It would therefore appear as an incongruous addition harming the character and appearance of the area.
11. Consequently, the proposal would harm the visual amenity of the area and would not preserve or enhance the character or appearance of the CA.
12. Although not on their own determinative, my conclusion indicates that there would be conflict with policies BE1 and HE1 of the Hillingdon Local Plan: Part One – Strategic Policies (2012), policies 1, 4, 11, 12 and 13A of the Hillingdon Local Plan: Part Two – Development Management Policies (2020), and policies D3, D8 and HC1 of the London Plan (2021). Collectively, these policies seek to ensure that proposals are sympathetic to the character and appearance of the area, and conserve and enhance heritage assets. My conclusion also takes account of the National Planning Policy Framework (the Framework) which sets out that the quality and character of places can suffer when advertisements are poorly sited and designed.

Other Matters

13. The appellant has suggested that the level of luminance could be controlled by a condition. However, this would not overcome the concerns that I have outlined above.
14. Furthermore, while the proposal may result in several benefits including the ease of maintenance, reduction in waste and providing greater flexibility, the heritage balance in the Framework relates to development and not advertisements. Notwithstanding this, the suggested benefits do not justify the harm to the amenity

of the area and the special attention that must be paid to preserving or enhancing the character or appearance of the CA.

Conclusion and Recommendation

15. For the reasons given above and having had regard to all other matters raised, I recommend that the appeal should be dismissed.

K Hole

APPEAL PLANNING OFFICER

Inspector's Decision

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

Zoe Raygen

INSPECTOR