



Appeal Decision

Site visit made on 21 October 2025 by S Indermaur BA (Hons) MSc MRTPI

Decision by John Morrison BA (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 23 FEBRUARY 2026

Appeal Ref: APP/P3610/Z/25/3364400

Highways Land Outside Epsom Station, Station Road, Epsom KT19 8EW

- The appeal is made under section 78 of the Town and Country Planning Act 1990 (as amended) against a refusal to grant planning permission.
 - The appeal is made by Trueform Engineering Limited against the decision of Epsom & Ewell Borough Council.
 - The application Ref is 25/00158/ADV.
 - The advertisement proposed is the display of 1 x internally illuminated digital information and advertising screen.
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Decision

1. The appeal is allowed, and express consent is granted for the display of 1 x internally illuminated digital information and advertising screen at Highways Land Outside Epsom Station, Station Road, Epsom KT19 8EW in accordance with the terms of the application Ref 25/00158/ADV. The consent is for five years from the date of the decision and is subject to the five standard conditions set out in Schedule 2 of the above mentioned regulations and the following additional condition:
 - 1) The installation hereby permitted shall not operate and display a black or blank screen only between the hours of 00:00 (midnight) and 05:00 every day, unless it is required for messaging or information relating to public emergencies.

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 and Main Issue

3. The control of advertisements under the above mentioned regulations relates to amenity and public safety. Development plan policies are material, but not determinative. The original description includes superfluous detail which I have taken into account, but I have used the above from the decision notice. It more succinctly describes the scheme and does not affect the fundamentals thereof.
4. There appears to have been a number of applications and appeals for advertisements with communication kiosks in the area, including on a footway opposite the appeal site. However, this has not been the case for this scheme, which is for an internally illuminated digital information and advertising screen. The main issue in regard to which is its effect on amenity.

Reasons for the Recommendation

5. The appeal site is the pavement outside the railway station, next to traffic lights and a pedestrian crossing. There is a planter and a bin in the exact location of the proposal. Other street furniture in the vicinity includes bollards, storage bins, a post box, railings, street signage and benches. The area is urban and well-lit. There are commercial uses at ground floor level including a retail and coffee shops. These have signage associated with them.
6. The scale of the advertisement would be modest relative to that of nearby buildings. The modern appearance of them and the station entrance, together with the position of the proposal relatively close to walls, would ensure that it would have an appropriate backdrop. Illumination would sit acceptably in what is a well-lit area. The pavement in this spot widens and the planter and bin are proposed to take up a similar width and a significantly lower height than the proposal. The rest of the street furniture is spread out, and the proposal would be located out of the way of pedestrians. It would not therefore appear as unacceptable visual clutter and would respect the character of the townscape.
7. The proposal would not therefore cause harm to the amenity of the area. It would consequently sit acceptably with the aims of Policy CS5 of the Core Strategy 2007, Policies DM9, DM10 and DM15 of the Development Management Policies Document 2015 (DP) and Section 12 of the National Planning Policy Framework. Together these seek high quality design which respects local context and visual amenity. Policy DM14 of the DP and the Shopfront Design Guide don't relate directly to individual advertisements. Any conflict or compliance therewith would not alter my findings.

Conditions

8. Advertisement consent is subject to the five standard conditions set out by the regulations. I have set out an additional condition relating to the appellant's intention to not operate the sign between the hours of midnight and 5am daily. This is reasonable in the interests of the amenity of the area. I have included a provision should the display be needed for the showing of messages and information relating to public emergencies.

Conclusion and Recommendation

9. For the reasons given above, the appeal proposal would be acceptable under the regulations. It should therefore be allowed.

S Indermaur

APPEAL PLANNING OFFICER

Inspector's Decision

10. I have considered all the submitted evidence and my representative's report and on that basis the appeal is allowed, and advertisement consent granted, subject to the conditions set out.

John Morrison

INSPECTOR