



Appeal Decision

Site visit made on 11 March 2026 by A Conteh

Decision by L McKay MA MRTPI

an Inspector appointed by the Secretary of State

Decision date: 16th April 2026

Appeal Ref: APP/G5180/Z/25/3375730

Bus Shelter, Pavement Outside 139 High Street, Beckenham BR3 1AG

- 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 Chris Reader (Transport for London) against the decision of the Council of the London Borough of Bromley.
 - The application Ref is 25/00440/ADV.
 - 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 allowed and express consent is granted for the display of an internal illuminated sequential advertisement capable of static and dynamic content display with automatic rotation of images in accordance with the terms of the application, Ref 25/00440/ADV. The consent is for ten 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 additional conditions set out in the following schedule.

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 Matter

3. Advertisements are controlled with reference to their effect on amenity and public safety only. Regulation 3 requires that powers in this regard shall be exercised taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

Main Issue

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

Reasons for the Recommendation

5. The site is located within Beckenham High Street Conservation Area (BHSCA). BHSCA is characterised by a mix of traditional architecture and complementary modern elements which together present a distinct, rhythmic urban vernacular within the streetscape. Illuminated fascias and signage are a common feature among shopfronts and several dynamic features can be seen in window displays, including rotating barbershop poles and flashing LED signs.

6. The existing bus shelter with poster style advertisement is situated on the pavement adjacent to shopfronts with outwardly projecting hanging signs and a great deal of visual variety between fascias. This, in combination with the illuminated commercial nature of frontages and presence of freestanding advertisement units in the street scene, makes the existing advertisement appear in keeping with the character of the surrounding area.
7. The proposal would see the existing static imagery change to a digital display enabling the automatic rotation of images. As such, the proposed design would continue to contribute to the modern aspects currently found in the area and join other dynamic elements along the High Street, maintaining the existing characteristics of the locality. Overall, the visual impact would be no greater than that of the existing advertisement on site.
8. Conditions relating to illumination levels and the nature of display should be attached in the interest of visual amenity. With such conditions, the proposal would not appear obtrusive to or incongruous with the local vernacular.
9. Consequently, subject to conditions, both the siting and design of the proposed advertisement would preserve the character and appearance of the BHSCA and result in no harm to amenity.
10. I have taken into account Policy 41 of the Bromley Local Plan (2019) which seeks to preserve the character and appearance of the BHSCA and so is material in this case. Given I have concluded that the proposal would not harm amenity, the proposal does not conflict with this policy.

Other Matters

11. I observed a slight bend in the road next to the appeal site but good visibility in both directions and low traffic speeds. The highway environment is not particularly complex for drivers or pedestrians, although the narrow footway does mean that pedestrians walk between the carriageway and the bus shelter at times.
12. The proposal relates to replacing an advertisement within an existing structure. It would not alter the availability of pavement space or the gap between the bus shelter and the nearest shopfront compared with the existing situation. Therefore, the proposed advertisement itself would not obstruct the highway.
13. The nature of the proposed illuminated digital display with changing images has the potential to distract drivers, leading to possible conflict between vehicles and pedestrians, particularly those passing in front of the bus shelter. The resulting harm to public safety can however be mitigated by use of conditions to limit levels of illumination and regulate minimum display times, intervals and digital mechanisms. With conditions in place, I find the position and design of the proposal would not harm public safety.

Conditions

14. For the reasons set out above, conditions relating to illumination levels and the nature of display including screen time, special effects, intervals and methods of transition are necessary in the interest of amenity and public safety. I have amended the wording of the various suggested conditions where appropriate, to ensure that they meet the relevant tests for conditions.

15. Suggested conditions regarding vehicles associated with panel construction and maintenance and obstruction of the footway and carriageway have not been demonstrated to be necessary given that regulations already exist in relation to these matters. Furthermore, the necessity of a condition imposing a minimum display time of five seconds has not been evidenced, and is contrary to the scheme applied for. Therefore, I do not recommend that these conditions should be imposed.
16. A further condition in the Council's report referring to compliance with approved plans is not necessary as that condition relates to facilitating applications for amendments to a planning permission, so is not relevant when granting express consent for the display of an advertisement.

Conclusion and Recommendation

17. For the reasons given above and having had regard to all other matters raised, I recommend that the appeal should be allowed subject to conditions.

A Conteh

APPEAL PLANNING OFFICER

Inspector's Decision

18. I have considered all the submitted evidence and my representative's report and on that basis the appeal is allowed subject to the standard conditions set out in the Regulations and the additional conditions set out below.

L McKay

INSPECTOR

Schedule of conditions

- 1) No visual effects of any kind shall accompany the transition between any two successive messages. The replacement image must not incorporate any fading, swiping or other animated transitional method.
- 2) The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display shall include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.
- 3) The minimum display time for each advertisement shall be 10 seconds and there shall be no sequencing of messages relating to the same product at any time.
- 4) There shall be no moving images, animation, video or full motion images displayed and the advertisement shall not include any features which would result in interactive messages or advertisements being displayed.
- 5) 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) in cd/m².

- 6) 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.
- 7) There shall be no special effects, including but not limited to noise, smell, smoke, animation, exposed cold cathode tubing, flashing, scrolling, three dimensional, intermittent or video elements, of any kind during the time that any message or image is displayed.