Cover Letter

Application of consent to display advertisement(s):

North elevation of 22 South Farm Road, Worthing, BN14 7AA

On Behalf Of:

Justin Howard

Prepared By:

Highcroft Designs

Highcroft Designs.

Little High Street, Shoreham-by-Sea, West Sussex, BN43 5EG

T: 01903 357034

W: www.highcroftdesigns.co.uk

Introduction

This cover letter accompanies the planning application for the proposed digital LED billboard to the North elevation of 22 South Farm Road, Worthing, BN14 7AA. It outlines the proposed upgrade to an established paper and paste advertising display to a modern digital format capable of being operated from a central location without the need to visit each site individually.

This is part of an industry-wide drive to modernise and upgrade advertising infrastructure to meet modern requirements. It is proposed to replace the existing advertising display on a like-for-like basis, using new display technology that is lightweight, durable, efficient, and can be easily erected, as it is of similar size and scale to the existing unit.

Proposal

The proposal seeks permission to replace the existing display on the north elevation of 22 South Farm Road, Worthing with a new digital LED equivalent. The digital screen will measure 7680mm x 2880mm, and the overall dimensions including housing will be 8400mm x 3080mm. It will display static content only, changing no more frequently than once every ten seconds.

The level of illuminance will be set on site manually to be at an appropriate level for the area and to mimic the poster being replaced. To minimise environmental impact and maintain amenity levels, the screen will include ambient light sensors and automatic brightness controls, limiting luminance to 200cd/m² at night, in line with the Institute of Lighting Professionals' PLG05 (2015) guidance. The illumination of the sign will automatically adjust to the ambient light levels around – when the ambient lighting levels are higher (sunny days), the screen will adjust brightness accordingly so that it continues to be visible and mimic the appearance of a paper-poster hoarding. The proposed digital billboard will be a back-lit screen, and the level of night-time luminance will be controlled to be in line with the ILP guidelines. The digital billboard will have no special effects, animation or movement, which would increase its visual prominence within the local area. The sign will be capable of changing to display new adverts every ten seconds, which is in accordance with industry standards.

Public and Environmental Benefits

The upgrade will provide multiple operational and environmental advantages:

- Significant reduction in servicing trips, cutting carbon emissions
- Elimination of paper and plastic waste used in printed posters
- Capability to broadcast emergency or public health messaging
- Use of unsold slots for non-commercial or community content
- Greater opportunity for relevant and timely local advertising
- These measures support both sustainability goals and modern public engagement strategies.

Site Context

The advertisement is sited on the north elevation of a mixed-use building. The surroundings consist of commercial premises and residential properties located at an oblique angle to the screen. The site is already established as an advertising location and has hosted billboard signage for a number of years.

The character of South Farm Road is defined by its railway line, lit public realm, and surrounding commercial activity — providing an appropriate setting for a modestly illuminated advertisement display.

The site will be viewed in the context of the railway line, the main road, and the numerous commercial buildings, which feature a variety of different signage. The north elevation of 22 South Farm Road is able to accommodate an advertisement of the proposed size, as it does at present. Given this, the proposed digital billboard will be appropriate and in keeping with the general character of the area — that of a well-lit, mixed-use environment — and will integrate with the existing lighting character of this location.

Given the above, the proposal will not materially impact the amenity of the area.

Technical Controls and Compliance

The following measures will ensure the proposal does not adversely affect public amenity or safety:

- Static images only – no animation, flashing, swiping, fading, or merging
- Image changes limited to a frequency of once every ten seconds
- Night-time brightness capped at 200cd/m², with automated dimming
- Remote monitoring and diagnostics to allow immediate fault response
- No impact on sight lines, visibility splays, or road user safety

These conditions reflect best practice standards now commonly accepted for roadside digital displays.

Application Submission

To support the application, please find the following documentation:

- Completed application form
- This supporting cover letter
- Existing Drawings – Ref: HD141_Blue Billboard_100_Existing.pdf
- Proposed Drawings – Ref: HD141_Blue Billboard_101_Proposed.pdf

We trust the submitted materials are sufficient to validate the application. Please confirm registration in due course. Should you require any further clarification, do not hesitate to contact me directly.