

Planning Application: Advertisement Consent to update the existing display to a digital LED poster sign

AWDM/0203/26

We write in response to the representations received in relation to the above planning application. The concerns raised have been carefully reviewed alongside the submitted documentation, and we respond to the principal issues below highlighted within an email from the planning officer on the 15th of April 2026 and the Network Rail consultation response received on the 07th of April 2026

It response to the following:

Extract from email received 15/04/2025 from Rebekah Hincke (Senior Planning Officer, Planning & Development)

"I have been in discussion with my team leader on this case as I acknowledge that the current application is attempting to address reasons for refusal by deactivating the digital display at night time. However we are in agreement that the digital display would still be particularly apparent through much of the time/weather conditions when lighting levels are generally lower, and this isn't something that could be resolved by suitably precise or enforceable conditions, and where there are fundamental issues here with such a large, high level, digital display in this setting. Furthermore I think that the requirements of Network Rail from a safety perspective for a gradual transition between images would add to a more visually intrusive appearance."

Lighting Levels

The illumination is specified to 200 cd/m2 which would be within the recommended levels stipulated by the Institute of Lighting Engineers for zone E3 for an advertisement of this size and will mimicking this look through ambient light sensors and automatic brightness controls.

Precedent - AWDM/0207/21

It is noted that planning permission was granted on the 8th of April 2021 by Worthing Council to change an existing advertisement display to a digital LED poster. This LED Poster sign is of a similar size and located within in a similar mixed commercial and residential area (planning reference number AWDM/0207/21).

Image Transition

In reference to the highlighted concern that Network Rails request for a gradual transition “would add to a more visually intrusive appearance” it is noted that their request is for the purposes of reducing distraction. They state the following “transitions every 10 seconds to a new advertisement must be done gradually so as not to distract.” If a transition is argued to be more visually intrusive this would seem to be contradictory to Networks Rails objectives.

Conclusion

Blue Billboard is a local Worthing based company with a vested interest in the local area and community operating multiple sites throughout the UK. All digital displays are carefully considered and monitored with no enforcement having been received. Blue Billboard have and continue to welcome the opportunity to work directly with the Council and Council members in response to this industry-wide drive to modernise and upgrade advertising infrastructure that meet modern requirements. We would be happy to meet to discuss any matters of concern further.