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UNITED KINGDOM

29 January 2026

Project/File: 31000/21979/HP

Adur District Council
The Shoreham Centre,
2 Pond Road,
Shoreham-by-Sea,
BN43 5WU

Dear Sir/Madam,

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS
2007**
UNIT 1, GRANGE INDUSTRIAL ESTATE, ALBION STREET, SOUTHWICK, BN42 4E
INSTALLATION OF A DIGITAL ADVERTISEMENT DISPLAY

We have been instructed by Wildstone Estates Limited to submit an application for advertisement consent at the above site.

The application seeks to replace a 1no. paper and paste advertising display with 1no. modern digital format ("D-Poster") at the above Site.

This proposal is part of an industry wide drive to rationalise, modernise and upgrade advertising infrastructure to meet modern requirements. In addition to converting some of the better located sites to digital, in many instances this will mean removing inappropriately located or poorly performing paper and paste displays and developing new sites in better locations. The overall strategy is to reduce the numbers of displays to deliver premium sites in the best locations, capable of supporting multiple advertising campaigns and providing a piece of digital infrastructure adaptable to a wide range of uses.

THE APPLICANT

Wildstone Estates Limited is part of the Wildstone Group, an outdoor media infrastructure provider that owns and manages the land and equipment required for advertising. Their advertising assets are then rented to operators, who sell the advertising space to local and national companies for various advertising campaigns.

As an outdoor media infrastructure provider, Wildstone has invested in the development of hardware in the form of the "D-Poster" panel, which is a high-quality ultra-thin display that offers a high level of control over brightness and reduced energy consumption. The control mechanisms in place enable the D-Poster to mimic a traditional 48 sheet poster during the day and ensure that it is muted and at a suitable contrast to the ambient light at night time.

Content is controlled remotely in real time from a Network Operation Centre (NOC) and the sites are monitored remotely 24/7 to facilitate responsive maintenance.

THE SITE

The proposal site is located at Unit 1, Grange Industrial Estate, Albion Street, Southwick, BN42 4E. The surrounding area is predominantly industrial in character. The site fronts Albion Road, a single-lane road, and is surrounded by industrial development. Directly opposite the site is an existing warehouse.

In terms of constraints, there are no statutory designations affecting the site. The closest listed building is located approximately 200 metres to the north east. The site is not subject to any environmental constraints. However, the entire site lies within the Shoreham Harbour Regeneration Area and Area of Search. The grassed area to the south of the site is designated as an area of open/green space.

The site is situated in a location where this type of advertisement would typically be expected. While similar signage may not be present on the site itself, there are numerous examples of comparable advertisements in the surrounding area, as demonstrated by the following approved planning applications:

- SW/18/99/TP/17900 – Externally-Illuminated Advertisement Hoarding (Retrospective); approved 12 May 1999.
- SW/7/93/TP/7719 – Externally Illuminated Fascia Sign On South Elevation; approved 25 February 1993
- SW/64/83/TP/4007 – Advertisement Signs On North And South Elevations; approved 31 January 1984

The images below demonstrate the site's suitability for the proposed development.

Figure 1: Streetview of the subject site.



Figure 2: Relevant surrounding displays.



Figure 3: Relevant surrounding displays.



THE PROPOSAL

The proposal seeks to replace a longstanding existing advertisement at Unit 1, Grange Industrial Estate, Albion Street, with a freestanding digital display which will present multiple static advertisements on rotation.

The existing advertisement/s benefit from deemed consent under Class 13 of Schedule 3 Part 1 of the Advertisement Regulations having been in situ for over ten years.

The proposed panel has the same dimensions as a standard 48-sheet hoarding, measuring 6m(w) x 3m(h) x 0.1m (d) and will be positioned 1.55m above ground. The proposed new display technology is lightweight, durable, efficient and can be easily erected with minimal engineering. The quality of the image produced will mimic that of a traditional poster and paste display (Appendix 1).

The proposed display will meet modern requirements and will be capable of displaying 6 advertising campaigns at a time, sequencing every ten seconds (i.e. six adverts per minute).

In accordance with the categorisations set out in the Institute of Lighting Professional's (ILP) Technical Note 5 'The Brightness of Advertisements including digital displays' (2023) (BIADD), the proposal would be classified as within Environmental Zone 4 (Urban) .

In accordance with the categorisations set out in the ILP Guide PLG 05/23, the maximum nighttime luminance of the display should be set at 300cd/m2.

PROPOSAL BENEFITS

The attractiveness of digital advertising to an infrastructure provider is that it allows the advertising network to be better managed, monitored and maintained. For operators the inherent flexibility allows smarter real time campaigns and better control over sales. These factors manifest in wider public benefits as summarised below:

- Tidy and well maintained sites;
- Improvement to site and local biodiversity where the site allows;
- Uplift in business rates to spend on public services;
- Reduction in vehicle trips leading to reduced noise, air quality, and negative climate change impacts;
- Reduction in waste involved in the advertising poster production process;
- Platforms to broadcast emergency messaging;
- Ability to use void periods for public messaging and public art campaigns; and
- Opportunity to integrate additional hardware to meet Smart City objectives.

These are benefits to development that will not be achieved by maintaining the status quo.

CONDITIONS

All advertisements are subject to the five standard conditions set out in the Regulations. The vast majority of digital advertisement consents now also operate within an established set of parameters that include controls over the level of luminance and the proposed speed and rate of change between adverts. These “industry standard” conditions have evolved over time, in order to address common concerns relating to amenity and public safety.

In addition to the five standard conditions, the proposed display/s shall adhere to industry and best practice conditions. The proposed display will therefore operate with a system of threshold controls, timers, and light sensors to ensure that the luminance never exceeds the Institute of Lighting Professional’s (ILP) 2023 published guidelines held within Technical Note 5 ‘The Brightness of Illuminated Advertisements including Digital Displays’ (BIADD). The BIADD document also provides model conditions for digital displays to which the proposed display would adhere. The model conditions also form the basis for the proposal’s ‘Recommended Conditions’ which are set out in Appendix 2.

PLANNING POLICY

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the “Regulations”). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2024 (NPPF) sets out the government’s planning policies for England and how these are expected to be applied. In accordance with Paragraph 141 of the National Planning Policy Framework (NPPF) advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the National Planning

Practice Guidance (NPPG) the regime is a “lighter touch” than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

The Development Plan for the area comprises the Adur Local Plan (2017). There are no neighbourhood plans covering the site. Whilst there is not specific policy relating to advertisements, Policy 15 Quality of the Built Environment and Public Realm states that advertisements must respect the character and appearance of the surrounding area, and do not create a danger or hazard.

PLANNING CONSIDERATIONS

The proposal seeks to replace the existing arrangement, with controls on operation ensuring that any change in the site’s visual impact on the surrounding area is de minimis and not material.

The proposed location is considered to be appropriate in principle for advertising and the impact of the proposal has been considered in amenity and public safety terms as follows:

AMENITY

Concerning amenity, the proposal would not be detrimental in either an immediate or wider sense. It is not within a Conservation Area, attached or adjacent to a Listed building or within proximity of any local heritage assets. The industrial and commercial context of the immediate and surrounding area, and the successful operation of the existing billboard, establishes the site as an appropriate location for large format roadside advertising.

The industrial context of the surroundings and nearby examples of similar adverts establishes the site as appropriate for an illuminated advert of this type.

The proposal would not be detrimental in either an immediate or wider sense. It is not within a conservation area, attached or adjacent to a listed building, or within proximity of any local heritage assets

The reduction in night time luminance will further mitigate any potential impacts at night and ensure that the display is not dominant.

Thus, it is considered the proposal would not harm amenity, the qualities of the site, or the character and appearance of the wider area.

PUBLIC SAFETY

When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the level of illumination and the sequential change between advertisements is controlled to prevent distraction from the driving task. As the principle of large format roadside advertising has already been established at this location, the Council need only consider whether the newly proposed controls are sufficient to ensure that there is no additional distraction which would cause an unacceptable impact on highway safety.

The proposal site is located in a straightforward highway environment that drivers can navigate with ease. Albion Road is relatively straight, comprises three lanes, and experiences slow-moving traffic due to the presence of multiple traffic signals in the area. The cognitive demand on road users at this location is low, as there are no unusual highway layouts or complexities requiring heightened attention.

As such, drivers would be fully capable of briefly viewing advertisements while maintaining appropriate stopping distances and remaining aware of surrounding traffic movements.

CONCLUSION

The proposal will be located on a primarily industrial area in a position where advertising of this type is commonplace. The advertising is in scale with the surrounding built development which ranges from 1 to 3 storeys. The proposed conditions to control the luminance of the screens and the operation of the digital screens will ensure that there is no adverse impact on amenity or road safety.

For these reasons and the positive benefits set out, it is considered that the application should be granted consent.

In order to complete the application, please find attached the following documentation:

- Completed application forms
- Letter Statement (this letter);
- Architectural drawings including;
- 21979/PA/01 Site Location Plan
- 21979/PA/02 Existing Site Plan
- 21979/PA/03 Proposed Site Plan
- 21979/PA/04 Existing and Proposed Elevations

Additionally, we will arrange payment to the Council to cover the cost of the Advertisement Consent application.

I trust that the above is clear, and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully,

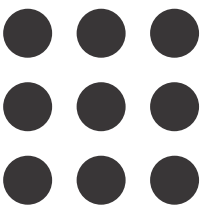


Stantec UK Limited

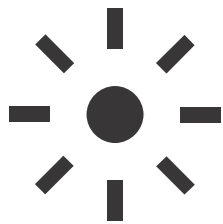
Justin Kenworthy
Planning Director

APPENDIX 1: D-POSTER INFORMATION SHEET

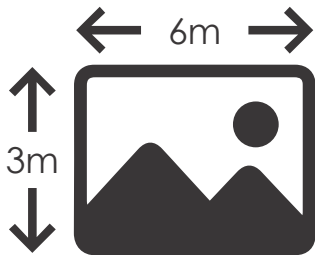
D-POSTER



High resolution LED display



Dimmable to 55 cd/m²
Embedded ambient light sensors to control brightness



Sized to match existing poster panels



Reduced depth of 60mm compared to
traditional digital panel (300-600mm)

APPENDIX 2: EXAMPLE SITES OPERATING IN ACCORDANCE WITH ILP GUIDANCE DURING DIFFERENT TIMES OF THE DAY.



Daytime Clear Skies



FREE RANGE

Life Begins
in the Magnificent by the River
(in March, 2020)
London College of Communication
B&A.com
B&A...

Discovered by the students of 2020
in partnership with Clear Channel
(Nottingham)

Clear Channel



Daytime Overcast



Twilight



Pitchford Steelstock
Tel: 01384 489030

Tomorrow
begins **Today.**

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Dusk



Night

APPENDIX 3: -ILP MODEL CONDITIONS

Model Conditions

The following model conditions are as set out in Appendix 1 of the Institute of Lighting Professionals (ILP) Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23).

The model conditions include the standard conditions set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 [The Regulations].

The first condition relates to the standard time period of a consent, which unless otherwise specified should be five years, as set out on Part 3 of The Regulations. Please note, following the expiry of the time period an application would benefit from Deemed consent under Class 14 Schedule 3 of the Regulations. As set out in National Planning Practice Guidance (NPPG), conditions cannot be used to prevent the operation of Class 14 unless supported by specific and relevant planning considerations.

The second condition seeks to ensure that the application is implemented in accordance with the approved plans and application documents.

Conditions 3 to 7 represent the five “standard conditions” attached to all applications for advertisement consent, set out in Schedule 2 of the Regulations.

Conditions 7 to 13 are commonly applied to digital consents and have been standardised by ILP with reference to the updated guidance document.

These conditions can be adapted to suite the application proposal, with additional conditions added where they pass the standard tests set out in the National Planning Policy Framework (NPPF).

Time Period

1. The consent now granted is limited to a period of five years from the date hereof.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Application Documents

2. The development shall be undertaken in strict accordance with the approved documents for this Advertisement Consent which comprise:

- Completed application forms;
- Letter Statement;
- Architectural drawings including:
 - 21979/PA/01 Site Location Plan
 - 21979/PA/02 Existing Site Plan
 - 21979/PA/03 Proposed Site Plan
 - 21979/PA/04 Existing and Proposed Elevations

Reason: To define the permission and for the avoidance of doubt and in the interest of

proper planning procedures.

Standard Conditions

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. No advertisement shall be sited or displayed so as to:

- a) Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military).
- b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal, or aid to navigation by water or air.
- c) Hinder the operation of any device used for the purpose of security, or surveillance, or for measuring the speed of any vehicle.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Digital consents

8. There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.

Reason: In the interests of amenity and in order to retain effective planning control.

9. 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.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

10. 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.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

11. Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

12. The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

13. No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

Reason: In the interests of amenity and in order to retain effective planning control.

APPENDIX 4: SITE SPECIFIC INFORMATION SHEET

Application for Advertisement Consent: Proposal Factsheet

URN: 24057

Job number: 21979

Site Name: Unit 1, Grange Industrial Estate, Albion Street, Southwick, BN42 4E

Planning Portal Reference: PP-14662466

Advertising Type	Digital
Size of Advertisement (HxWxD)	6m(w) x 3m(h) x 0.61m (d)
Max Daytime Illumination <i>(to be adjusted based on application)</i>	Up to 5,000 cd/sqm (Brightness will vary during daylight hours based on ambient brightness (ie brighter on a cloudless summers day than overcast winters day)
Max Night-time Illumination <i>(to be adjusted based on application)</i>	300cd/sqm
Notes	Brightness adjusted by a light sensor backed by a light table

APPENDIX 5: 10+ YEARS EVIDENCE

August 2014:



August 2016:



September 2020:

