

MC/26/1634

Date Received: 27 August 2026

Location: Ballard Business Park, Cuxton Road, Strood, Rochester,
Medway, ME2 2NY

Proposal: Replacement of a free standing Externally Illuminated Advertising Display with a Digital LED Advertising Display which is internally illuminated.

Applicant Agent Adland Ltd
Mr Tony Reade
7 Hurlingham Business Park
Sullivan Road
London
SW6 3DU

Ward: Cuxton, Halling and Riverside

Case Officer: Jacky Olsen

Contact Number: 01634 333056

Recommendation of Officers to the Planning Committee, to be considered and determined by the Planning Committee at a meeting to be held on 21 October 2026.

Recommendation: Approval with Conditions

- 1 This consent shall expire 5 years from the date of this notice unless further consent to display has been given by the Local Planning Authority.

Reason: In the interests of visual amenity.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

Received 27 August 2026
PY5028/001 Location Plan

Received 07 October 2026
PY5028/002 Proposed Site Plan
PY5028/005 Specification
PY5028/004 Proposed Elevation

Reason: For the avoidance of doubt and in the interests of proper planning.

- 3 All materials used externally shall match those set out in the application form received 27 August 2026.

Reason: To ensure that the appearance of the development is satisfactory and without prejudice to conditions of visual amenity in the locality, in accordance with Policy BNE1 of the Medway Local Plan 2003.

- 4 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: In accordance with regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 No advertisement shall be sited or displayed so as to:
- (a) endanger persons using any highway, railway;
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: In accordance with regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 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: In accordance with regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 7 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: In accordance with regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 8 The illumination of the advertisement herein approved shall be static and constant during the hours of illumination.

Reason: To ensure that the display does not prejudice conditions of visual amenity and highway safety in accordance with Policy BNE10 of the Medway Local Plan 2003.

- 9 The advertisement herein approved shall only be illuminated between the hours of 06:00 to 22:00.

Reason: To ensure that the display does not prejudice conditions of visual amenity and in accordance with Policy BNE10 of the Medway Local Plan 2003.

- 10 The display of advertisement shall not change more than once every 10 seconds and the interval between successive displays shall be instantaneous (0.1 seconds or less).

Reason: To ensure that the display does not prejudice conditions of visual amenity or highway safety in accordance with Policy BNE10 of the Medway Local Plan 2003.

- 11 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: In accordance with regulation 14(1)(a) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 12 The display of advertisements shall not display any moving images, animation or flashing lights, scrolling or video and no visual effects including fading, swiping or animation shall accompany the transition between any successive advertisements, images or messages. The display will include a mechanism to freeze the image in the event of a malfunction.

Reason: To ensure that the display does not prejudice conditions of visual amenity or highway safety in accordance with Policy BNE10 of the Medway Local Plan 2003.

- 13 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.

- 14 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 2500cd/m² luminance.

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

For the reasons for this recommendation for approval please see Planning Appraisal Section and Conclusions at the end of this report.

Proposal

The application proposes the installation of 1no. digital, internally illuminated advertising display board. This would measure 6.3 metres in width, 3.3 metres in height and 0.3 metres in depth and would be sited 2 metres above ground level.

The display would be an internally illuminated digital LED multi-coloured panel with varying brightness levels up to 2500 cd/m during the daytime and 300 cd/m from

dusk to 22.00 hours. The display would be switched off entirely between 22.00 and 06.00.

The illumination would be static but would display adverts at a time sequencing every 10 seconds with every change of the image appearing instantaneous.

Relevant Planning History

The below permission relates to the adjacent site:

MC/23/1518 Advertisement Consent for installation of an internally illuminated digital poster display.
Approved 7 September 2023

The below permission relates to a site further south on Cuxton Road at Temple Farm Service Station:

MC/24/2206 Advertisement consent for the installation of internally illuminated 48-sheet D-Poster advertisement and ancillary vertical meadow.
Approved 18 December 2026

Representations

This is an Advertisement Consent application and, as such, no formal consultation has been undertaken.

Two representations have been received setting out objections relating to:

- The applicant not undertaking community engagement;
- No site notices being placed;
- In a predominantly residential location;
- Existing panel received retrospective permission;
- Display would be significantly higher than the existing panel;
- Guidance recommends a road safety audit which has not been undertaken;
- Distraction to drivers;
- Located between two pedestrian crossing islands;
- Visual harm;
- Effect on residential amenity through the illumination and flashing light effect;
- Impact on wildlife;
- Use of energy contrary to climate emergency objectives;
- Impact on light levels on residential properties opposite.

Development Plan

The Development Plan for the area comprises the Medway Local Plan 2003 (the Local Plan). The policies referred to within this document and used in the processing of this application have been assessed against the National Planning Policy

Framework 2026 (NPPF) and are generally considered to conform. Where non-conformity exists, this is addressed in the Planning Appraisal section below.

The Emerging Local Plan has been submitted to the Inspectorate for examination. The policies within this version of the emerging plan have weight in the determination of planning (and associated) applications.

Planning Appraisal

Visual and Residential Amenity

Policy BNE10 of the Local Plan relates to advertisements and states that proposals for the display of advertisements will be permitted unless their scale, size, design, materials or illumination would be detrimental to the character and appearance of the area, they would result in visual clutter or they would constitute a road safety hazard.

Policy DM8 of the Emerging Plan states that proposals for the display of advertisements and fascia signs will be permitted unless their scale, design, materials or illumination would be detrimental to the character and appearance of the area; they would result in visual clutter or are excessive in size or number; or they constitute a road safety hazard.

The application site is located on the grass verge on southwest side of Cuxton Road within the urban area of Strood adjacent to the Ballard Business Park. The area immediately behind the advertising display is the car park of JW Autos and the railway line. To the west of the advertising display is the A228 which is a busy two-way road. Beyond the road are residential properties set up above the roadway and behind a line of trees and vegetation on the bank beside the road. The residential properties are located on Poplar Road but with back gardens that face out towards the roadway. There is already one digital display located immediately adjacent to the application site which replaced two 48-sheet poster display boards. There are also five 48-sheet poster display boards located further to the west along with four smaller displays located on the Temple Farm Petrol Station.

The sign would replace the freestanding externally illuminated sheet poster advertising display with a freestanding LED advertising display. This would not introduce new signage into the street scene. The size would be the same as the existing display but would be positioned 0.5 metres higher in line with the adjacent display. The display would be located at a deeper angle to the roadway so as to tilt towards the oncoming traffic travelling southwest along the A228 and away from residential properties located opposite.

The display would be an internally illuminated digital LED multi-coloured panel with a varying brightness up to 2500cd/m² during the daytime and 300 cd/m² from dusk to 10pm. The display would be switched off entirely between 10pm and 6am. The illumination would be static but would display adverts at a time sequencing every 10 seconds with an immediate change of the image.

The internally-illuminated, digital display is not considered to be detrimental to the visual amenity of the area. It would bring a modern design that would not look out-

of-place in this location. The environment surrounding the site is already well lit from streetlights and other street furniture due to it being a busy thoroughfare and so the additional light from the unit is not considered to be out of keeping with the existing level of light.

The closest residential properties are located opposite on Poplar Road with their back gardens facing the roadway, the closest windows are 30 metres away from the proposed digital poster and the closest gardens 23 metres away. The properties are set up above the roadway with some screening from trees and vegetation within the bank. The existing advertising display can be seen from the first floor rear windows of the closest residential property at 11 Poplar Road although the bank and trees provide screening and the display is some distance away. The alteration of the angle of the digital display would mean that any impact from light levels would be mitigated and there would be no further impact on residential properties at 13 and 15 Poplar Road affected by the digital display given permission in 2023 as the display would be angled away.

The LED digital display would have a brightness of up to 2500 cd/m² during the daytime which alters according to the ambient light and sunlight levels and 300 cd/m from dusk to 10pm. The applicant has agreed that the display would be turned off completely overnight from 10pm. A condition is recommended to restrict the hours of illumination from 6am to 10pm to ensure no light enters the bedrooms of the properties opposite during sleeping hours.

Therefore, due to the distance and angle of residential properties from the digital display and the landscaping and reduced levels of luminance and operation, the digital display would have an acceptable impact on residential amenity and would, therefore, be in accordance with the objectives of Policy BNE10 of the Local Plan and Policy DM8 of the Emerging Plan.

Public Safety

The proposed digital advertising display would replace a 48-sheet poster advertisement on the site. Given that the display would be sited within the grassed strip set back behind the public footpath no concerns are raised in relation to pedestrian movement or encroachment on to the footway.

The digital display approved under MC/23/1518 is visible to northbound traffic. The proposed digital display will be visible to southbound traffic. Consequently, simultaneous visibility and cumulative distraction from both advertising faces would not happen.

Concern has been raised in regard to distraction near Poplar Road and the pedestrian crossing islands and informal crossing points together with glare affecting drivers' ability to identify pedestrians. There is no physical obstruction of these facilities arising from the proposed position. The applicant proposes automatic brightness adjustment using ambient light sensors with a maximum of 2500cd/m², a maximum night-time luminance of 300cd/m² and complete shutdown between 10pm and 6am. Subject to the recommended conditions, the hours of operation and light levels are considered appropriate limits for the display.

The proposed display would show static images, with no animation, moving images or video, and each advertisement would remain displayed for at least ten seconds. A mechanism is also proposed to turn the screen black in the event of a malfunction. An appropriate condition is recommended.

It is recommended that the model conditions 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) are included on the application to ensure that the proposal adheres with the professional guidance along with the proposed light levels and the complete turning off of the display from 10pm until 6am is included.

Therefore, subject to the conditions set out above, it is considered that potential distraction on the highway network would not result in undue risk to highway safety and the proposal would be in accordance with Policies T1 and BNE10 of Medway Local Plan 2003, Policy DM8 of the Emerging Plan and Policy TR6 of the NPPF 2026.

Conclusions and reasons for Approval

The proposed digital advertisement would meet requirements in terms of visual and residential amenity and public safety and is, therefore, considered to be acceptable and in accordance with the objectives of Policies T1 and BNE10 of the Local Plan, Policy DM8 of the emerging Plan and Policy TR6 of the NPPF 2026.

The application would normally be determined under delegated powers but is being referred for Committee determination at the request of Councillor Shokar.

Background Papers

The relevant background papers relating to the individual applications comprise: the applications and all supporting documentation submitted therewith; and items identified in any Relevant History and Representations section within the report.

Any information referred to is available for inspection in the Planning Offices of Medway Council at Gun Wharf, Dock Road, Chatham ME4 4TR and here <http://publicaccess1.medway.gov.uk/online-applications/>,