
Appeal Decision

Site visit made on 17 October 2025

by **B Pattison BA (Hons) MSc MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 07 November 2025

Appeal Ref: APP/D5120/Z/25/3369657

228 Broadway, Bexleyheath DA6 7AU

- 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 Alight Media against the decision of the Council of the London Borough of Bexley.
 - The application Ref is 25/01005/ADV.
 - The development is described as New single illuminated 48-sheet digital advertisement display.
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Decision

1. The appeal is allowed and express consent is granted for a new single illuminated 48-sheet digital advertisement display at 228 Broadway, Bexleyheath DA6 7AU in accordance with the terms of the application, Ref 25/01005/ADV and Drawings T4889 A4 050; 051; 060; 061. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the Regulations and the conditions within the attached schedule.

Main Issue

2. The main issue is the effect of the proposal on the visual amenity of the area.

Reasons

3. The proposed digital advertisement display would be mounted on the western elevation of 228 Broadway (No. 228), facing the junction with Church Road. Broadway is a busy commercial street. This is reflected by the generous width of the highway and pavements and the buildings, many of which are larger in scale than those on the subservient streets which join Broadway. The area contains a mixture of commercial, retail and entertainment uses, whilst some buildings contain residential properties on the upper floors.
4. I have been referred to the Planning Practice Guidance (PPG), which explains that visual amenity may not be adversely affected where a large poster hoarding is located within an industrial or commercial area of a major city, characterised by substantial buildings and main highways. In this context, the character of the surrounding area aligns with that description, where it may be possible for larger scale advertisements to be installed without visual amenity being adversely affected.
5. There are no other similar illuminated digital displays in the vicinity. However, numerous nearby businesses prominently display their own advertisement panels, many of them illuminated. The proposed advertisement would be sited fronting the

highway and would occupy a prominent position visible to pedestrian and vehicular traffic on Broadway due to the set-back position of the church on the opposite side of Church Road. However, this would be seen within the context of other signage in the area. Therefore, although large and at first floor level the advertisement would not feel unduly intrusive in this commercial area and is typical of the wider character of the area.

6. The Council indicate that the first-floor level of the property has recently been restored to its pre-2010 appearance, creating a frontage that integrates well with the surrounding character. The proposed display unit would not obscure or interfere with any notable architectural features, nor would it compromise the building's visual simplicity. It would be viewed within the context of a busy urban street, alongside a mix of commercial buildings with varied rooflines and existing advertisements. As such, it would not dominate the skyline or appear incongruous within its setting.
7. Regulation 3(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (Regulations) states the power to control advertisements may be exercised only in the interests of amenity and public safety, taking account of any material factors. The Council has drawn my attention to policy DP11 of the Bexley Local Plan (2023) which seeks to prevent advertising that would detract from the character and appearance of the surrounding area. Whilst it has not in itself been decisive, I have taken the policy into account as a material consideration. Given my finding that the proposal would have acceptable effects on the amenity of the area it would also generally accord with the requirements of the policy.

Other Matters

8. I note the comments from Bexley Civic Society, in relation to highway safety. However, based on the evidence put forward, and my observations at my site visit, I find it has not been demonstrated that there would be an increased risk to public safety, including the safety of pedestrians. Overall, I have been provided with no substantive evidence which would prompt me to disagree with the Highway Authority's conclusions on the matter which was that there would be no harm in this respect.
9. With respect to the advertisement's future energy use, I have been provided with limited detail on this issue. Nonetheless the Regulations require decisions to be made only in the interests of amenity, and where applicable, public safety. Given the main issue, it is the issue of amenity that must be decisive.

Conditions

10. In addition to the five standard conditions set out in the Regulations, I have had regard to the conditions suggested by the appellant and the Council relating to the control of illumination, moving images and the frequency with which the displays change.
11. In the interests of visual amenity and public safety I consider such conditions to be necessary other than the requirement to switch the display off overnight as I have found the level of overnight illumination proposed to be acceptable. I have amended the wording of the conditions and amalgamated the conditions for clarity and to ensure they comply with the National Planning Policy Framework.

Conclusion

12. For the reasons given above, I conclude that the appeal should be allowed.

B Pattison

INSPECTOR

SCHEDULE OF CONDITIONS

- 1) The intensity of the luminance of the advertisements hereby granted consent shall be no greater than 600 candelas per square metre between sunrise and sunset and shall be no greater than 300 candelas per square metre between sunset and sunrise.
- 2) The advertisements shall display only static images, and shall contain no flashing, moving, animation, video or full motion images. The advertisement display shall not change more frequently than every 10 seconds and the rate of change shall be instantaneous (0.1 seconds or less).
- 3) The advertising display panel shall have a default mechanism to freeze an advertisement in the event of any malfunction.
- 4) The sequencing of messages relating to the same product is prohibited.

END OF SCHEDULE