



Appeal Decision

Site visit made on 25 November 2025 by Kim Vo MPLAN

Decision by John Morrison BA (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 22 December 2025

Appeal Ref: APP/A3655/Z/25/3364176

Highways Land Outside Superbowl, 1 Henry Plaza, Victoria Way, Woking GU21 6BU

- 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 Mr. Sandash Punj of Trueform Engineering Limited against the decision of Woking Borough Council.
 - The application Ref is PLAN/2025/0045.
 - The advertisement proposed is described as “The panels include 75” digital LCD screens. The advertising changes every 10 seconds with static images in sequence. The panels are programmed to ensure they do not exceed 300cd.sq.m at night. The panels do not operate between 12pm and 5am. All panels have a built-in sensor control system allowing the units to adjust to the ambient light levels.”
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Decision

1. The appeal is allowed and express consent is granted for the display of the development described as “the panels include 75” digital LCD screens. The advertising changes every 10 seconds with static images in sequence. The panels are programmed to ensure they do not exceed 300cd.sq.m at night. The panels do not operate between 12pm and 5am. All panels have a built-in sensor control system allowing the units to adjust to the ambient light levels.” at Highways Land Outside Superbowl, 1 Henry Plaza, Victoria Way, Woking GU21 6BU in accordance with the terms of the application, Ref PLAN/2025/0045. The consent is for five years from the date of this decision and subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations and the additional conditions set out in the attached schedule.

Appeal Procedure

2. The site visit was undertaken by a representative of the Inspector whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Preliminary Matters and Main Issue

3. I have omitted additional narrative wording from the description of development above for clarity and relevance purposes. I have however taken it into account. It does not change any element of the appeal scheme and would not affect the ability of the main parties to make their cases in respect thereof.
4. The Council has referred to development plan policies, and I have taken them into account as material considerations. The power to control advertisements may be exercised only in the interests of amenity and public safety. The policies alone have

not been decisive. The Council do not have concerns regarding public safety, and I have no reason to disagree. My recommendation thus focuses on the effect of the proposed advertisement on amenity.

Reasons for the Recommendation

5. The appeal site comprises a section of grass verge located at the end of a row of bicycle parking stands. It lies along the outer edge of a pedestrian footway. The surrounding area is predominantly commercial and includes a large shopping centre complex, where the entrance to Henry Plaza lies immediately adjacent. Given the commercial setting, the buildings on this side of Victoria Way vary in height and include some high-rise structures.
6. The proposal would be positioned away from the public pavement, next to existing bicycle stands, traffic lights, street signs, streetlights, and directional signage. It would also sit alongside a large shopping centre complex and be framed by multi-storey buildings. In this context, the proposal would not result in clutter and would read as part of the established grouping of street furniture, complementary with the commercial area. Its size and scale would also be modest against this backdrop, where the addition of one freestanding digital display would appear as a minor feature. Moreover, and when viewing the proposal, the adjacent multi-storey building would remain as the dominant feature, given its notable exterior with living green walls. It would also not appear as a discordant addition, given that there is a commercial unit to the side, which features an extensive glazed façade with prominent internal and fascia signage.
7. The advertisement would therefore be acceptable in amenity terms and, taking the above into account, comply with the 2007 Regulations. As far as they are material to the main issue, the scheme would comply with the aims of Policies CS21 and CS24 of the Woking Core Strategy 2012 and Policy DM18 of the Development Management Policies Development Plan Document 2016. These seek, amongst others, for advertisements to have regard to their effect on the visual amenity of the immediate neighbourhood.

Other Matters

8. The Council has referred to several refused applications at other sites. I have not been provided with full details. Therefore, I cannot be sure that they are sufficiently similar to the appeal scheme such that I would change my findings. In any case, I have made my recommendation as a result of an assessment under the regulations, having regard to the effect of the proposal on amenity and, specifically, its own individual context.
9. Representations have raised concerns regarding potential impacts on health, wellbeing and biodiversity, particularly in relation to light pollution, light sensitivity, and electro-hypersensitivity. The proposed advertisement would comply with the Institution of Lighting Professionals' recommended luminance levels and would be switched off during the early hours each day. These measures would be secured through planning conditions. Also, the site is located within a well-lit town centre where similar lighting and technologies are already present.
10. There are optional add-ons for Wi-Fi connectivity and sensors. However, the addition of these features is unlikely to significantly change its overall appearance. There is also no policy requirement for an ICNIRP certificate, justifications, or

detailed sustainability information to be provided. Additionally, the appellant has confirmed that the unit would be cleaned and maintained, with a telephone number available to report any damage.

Conditions

11. The standard conditions are relevant to the consent as per Schedule 2. The application originally sought express consent for a period of 10 years. However, given the length of this time period, the characteristics of the area may be significantly altered, and the effect on amenity could change. It is appropriate therefore to grant express consent for the standard period of five years.
12. To provide certainty and for enforcement purposes, it is necessary to impose a condition to specify the approved plans the proposal relates to. The Council has suggested conditions to restrict illumination levels and motion; to control their frequency and transitions; to deactivate the screen in the event of a malfunction/disuse; and to prevent moving imagery. A condition should also be attached to ensure the display is turned off between early hours every night. These are reasonable and necessary in the interests of amenity and public safety.

Conclusion and Recommendation

13. For the reasons given above, the appeal scheme should be allowed in the circumstances and subject to the conditions set out.

Kim Vo

APPEAL PLANNING OFFICER

Inspector's Decision

14. I have considered all the submitted evidence and my representative's report and on that basis the appeal is allowed, and advertisement consent is granted, subject to the standard conditions and those included in the attached schedule.

John Morrison

INSPECTOR

SCHEDULE OF CONDITIONS

- 1) The development hereby permitted relates to the following approved plans, drawing references: B902-PL-0058 – Revision B (Sheet 1/3); B902-PL-0058 – Revision B (Sheet 2/3); B902-PL-0058 – Revision B (Sheet 3/3).
- 2) In daylight hours, the display luminance of the advertisement hereby permitted 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 Adverts including Digital Displays’ (or its equivalent replacement guide) in candela per square metre (cd/m²). In the hours of darkness, it shall be no greater than 300 cd/m². The illumination shall not, at any time, be intermittent, moving, animated, flashing or vibrating.
- 3) The advertisement hereby permitted shall be turned off or revert to a blank or black screen overnight, every night, between 00:00 (midnight) and 05:00 hours.
- 4) The minimum time for each display on the advertisement hereby permitted shall be ten seconds. The interval between displays shall be instantaneous (no greater than 1 second) and the complete display shall change with no special effects (including fading, swiping or other animated transition methods). In the event of a malfunction, or if it is not in use, the display shall include a mechanism to default to a blank or black screen.
- 5) The advertisement hereby permitted shall not display any moving, or apparently moving, images; flashing, scrolling three dimensional, intermittent or video elements; messaging spread across more than one screen image; interactive messaging; or images resembling road traffic signs, traffic lights or traffic matrix signs at any time.