

Dear Sir/Madam,

Planning Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 22/07/2026 4:31 PM from B Lowe.

Application Summary

Address:	Land North Of 14 Wallace Parade Goring Road Worthing West Sussex
Proposal:	Advertisement consent for 2no. digital LCD display screens, one on each side of the Street Hub unit.
Case Officer:	Jo Morin

[Click for further information](#)

Customer Details

Name:	B Lowe
Email:	
Address:	Carnegie Rd Worthing

Comments Details

Commenter Type:	Member of the Public
Stance:	Customer objects to the Planning Application
Reasons for comment:	- Design - Loss of General Amenity - Other - Overdevelopment - Privacy Light and Noise
Comments:	QUESTIONS THAT NEED TO BE ANSWERED: Why do we need this type of advertising on our streets? Who do they serve? Cui bono? (Who benefits?) --- I OBJECT to the installation of these advertising screens: - Designed to be deliberately distracting, together with the huge bulky, solidity of the structure. - Unnecessary advertising, primarily an advertising hoarding with a cursory phone/ wifi/ etc attached. - Excessively large illuminating screens that will disturb and negatively impact

insects, moths, bats and birds, contrary to any 'Biodiversity Net Gain' plan.

- Constantly changing screens, an assault on the senses.

- Designed to be stimulating, the installation has no regard to those with conditions such as autism, epilepsy or mental health conditions who may be overly stimulated by the rapidly changing displays. 70% of disabilities are invisible and common aspects include light/noise sensibility, susceptibility to over-stimulation and attacks are common when the environment itself poses a form of psychological distress.

- NOTE - All public authorities have an obligation and duty to act in the public interest and protect people from harm.

- The Public Sector Equality Duty (PSED) requires local authorities to have 'due regard' to the impact of any proposed policy - including planning decisions regarding the installation of illuminated advertising boards - on groups with protected characteristics, which includes light-disabled people and those susceptible to flickering digital screens.

- Likely to attract graffiti and antisocial behaviour despite the promise of monitoring it. Who will pay for the security, cleaning, repairs and maintenance?

- The types of electronics in these hubs emit ultra-sonic frequencies which affect both wildlife and people who can hear outside of normal spectrums. These frequencies cause headaches and nausea in those who can hear them. There are no plans to monitor noise emission, nor how to regulate it.

- Energy consumption. Who pays for the power to support their running 24/7? How can the increase in energy be justified in view of Sustainability / Net Zero goals? The council should be aiming to reduce energy consumption, not adding energy guzzling Street Hubs at a time when many are struggling to heat their homes.

- Digital advertising screens use a great deal of electricity. A conservative estimate is that one large digital advertising screen (6.4 metres x 3.1 metres) uses more electricity than 11 average UK households. This undermines the local authorities' net zero ambitions.
