Appeal 6016353

Appeal details

Appeal type	Commercial advertisement
Appeal procedure	Written Part 1
Appeal site	Land North of 41- 43 South Street, Liverpool Road,, Worthing, BN11 1SY
Agent contact details	Louis Freeman louis.freeman@mitie.com [redacted]
Application number	AWDM/0640/26

Before you start

Which local planning authority (LPA) do you want to appeal against?	Worthing
What is your appeal about?	Displaying an advertisement
What date did you submit your application?	26 May 2026
Was your application granted or refused?	Refused
What is the date on the decision letter from the local planning authority?	25 Aug 2026

Appellant's appeal

Was the application made in the appellant's name	No
Applicant's name	Safia Rana-Jaswal BT Telecommunications plc
Contact details	Louis Freeman Mitie Ltd.
Phone number	[redacted]
Site address	Land North of 41- 43 South Street, Liverpool Road, Worthing BN11 1SY
Is the appeal site on highway land?	Yes
Is the advertisement in position?	No
Is the site in a green belt	No
Site fully owned	No
Site partly owned	No
All owners known	Yes
Other owners informed	Yes
Do you have the land owner's permission?	Yes
Will an inspector need to access the land or property?	No
Site health and safety issues	No
Application reference	AWDM/0640/26
Enter the description of the advertisement that you submitted in your application	2no. digital 75" LCD display screens, one on each side of the Street Hub unit.
Did the local planning authority change the description of the advertisement?	No
Why are you appealing?	An application for full planning and consent to display advertisements was submitted to the authority on 26/05/2026. The consent to display advertisements application was subsequently refused on 25/08/2026 (full planning consent was refused on 25/08/2026). The following appeal is being made in respect of this decision. The reasons for planning refusal include: • Visual amenity The decision notice describes the proposed advertisements as “an intrusive and dominant feature within the street scene”, however it is considered that the proposal improves on the existing arrangement by reducing the footprint of the telephonic facilities, which is currently much larger due to the two kiosks in situ. There is also a precedent for this form of development in the form of poster and digital advertisements within the bus shelters along South Street and Chapel Road.

	• Heritage impact The decision notice raises the impact on the conservation area in which the site lies, as well as the nearby listed building. It is considered that the placement of the Street Hub at the proposed site would result in a more sensitive arrangement, when compared to the visual impact of the existing double kiosk on the nearby listed building. There is also a precedent for this form of development in the form of poster and digital advertisements within the bus shelters along South Street and Chapel Road. For detail on the proposal, the appointed Inspector is respectfully asked to refer to the documents submitted as part of the full planning application submission.
Significant changes since application	No
Are there other appeals linked to your development?	Yes 6016350
Did the appellant apply for an award of appeal costs?	No

Appellant's documents

Application form	WRT-105 Planning Application Form.pdf (/published-document/cc04319b-7d03-4289-8904-970d75ee2efd)
Decision letter	WRT-105 Adv Decision Notice.pdf (/published-document/f2f9a74a-383c-4be4-8912-128285ddc753)