Development Management – Delegated Officer Report

Application Numbers: **AWDM/1213/25 & AWDM/1214/25**

Recommendation: **REFUSE planning permission and advertisement consent**

Site: **Land South Of 70 High Street, Shoreham-by-sea**

Proposal: **(1) AWDM/1213/25: The proposed installation of 1no. BT Street Hub and removal of associated existing BT payphone.**

(2) AWDM/1214/25: Two digital 75-inch LCD display screens, one on each side of the Street Hub unit.

Date of Site Visit: **8 October 2025**

Neighbours Checked: Y

Additional neighbour notification: N

Proposal, Site and Surroundings:

These applications seek full planning permission and advertisement consent for the installation of 1 BT Street Hub which will replace an existing BT payphone in the same location.

A Street Hub is described as:

Street Hubs are free to use, fully accessible community assets connecting and improving local streets in urban areas. At no cost to taxpayers or end users, Street Hubs provide communities with an unprecedented suite of essential urban tools: --

Ultrafast public and encrypted Wi-Fi

Powered by 100% renewable carbon-free energy

Inspected weekly and cleaned at least every two weeks, monitored 24/7

Free phone calls

Display community and emergency (i.e. police) awareness messaging

Ability to house IoT sensors such as air quality, traffic etc.

The dimensions of the hub are given as 2.99m high, 1.2m wide and 0.35m thick. It is a free-standing structure featuring digital HD displays on both sides. The screens display content at 10-second intervals and have a night-time luminance level of 600cd/m2.

The application site is on the pavement outside 70 High Street where there is an existing payphone, close to the road. It is within the Shoreham Conservation Area. The listed 74 High Street is nearby.

Planning History:

None relevant to the determination of the applications

Consultations:

WSCC Highways: The proposed site is located within the publicly maintained highway. The proposed location is not anticipated to result in an obstruction to pedestrians utilising the footway, nor to result in an obstruction to vehicular visibility for vehicles travelling on High Street.

The proposed Street Hub will provide two digital 75-inch internally illuminated LCD advert screens. The Design and Access Statement indicates that the proposed advertisements will not contain moving images and changes between the advertisements will be instantaneous with no animated transitions. The application form indicates that the maximum daytime luminance level would be 2500cd/m2. The Design and Access Statement indicates that the applicant would be agreeable to a condition restricting the BT Street Hub to a maximum luminance level of 600cd/m2 in the hours of darkness; however, in accordance with Table 10.4 of The Institute of Lighting Engineers' Professional Lighting Guide 05/23 "The Brightness of Illuminated Advertisements including Digital Displays" (2023), the maximum luminance level for an advertisement within the E3 environmental zone is 300cd/m2.

Whilst the LHA would not raise any highway safety concerns to the principle of the proposed BT Street Hub, we would request that the applicant reduce the proposed luminance level within the hours of darkness to accord with the maximum luminance level for the location's environmental zone. The LHA consider that this could be dealt with via condition, however the LPA may wish to resolve this matter prior to determination.

The Statutory Undertaker will need to submit the necessary notification to the Highway Authority independently and any traffic management will need to be agreed with WSCC Highways prior to works taking place.

If the LPA are minded to approve the application, the following conditions should be applied:

1. A. 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.

B. No advertisement shall be sited or displayed so as to-

(i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

C. 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.

D. 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.

E. 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. Reasons: To comply with the Town & Country Planning (Control of Advertisements) Regulations 2007.

2. The intensity of the illumination of the signs shall not exceed 300cd/sqm during the hours of darkness.

Reason: In the interests of road safety

3. The intensity of the illumination of the signs shall not exceed 5000cd/sqm during daylight hours.

Reason: In the interests of road safety

4. Any change in the advertisement shall be instantaneous and it should not display any moving images.

Reason: In the interests of road safety.

5. The panels displaying the advertisements shall not change more than every 5 seconds. Reason: In the interests of road safety.

INFORMATIVE

The applicant is advised to contact WSCC Highways to obtain formal approval for the works on the public highway and to agree the required traffic management (01243 642105).

Adur and Worthing Councils Safer Communities: No concerns

Sussex Police: Have no concerns for the application from a crime prevention perspective as there is clear defensible space and arcs of observation around the proposed communication street hub.

Street lighting is available and there is a good deal of natural surveillance

The location has a wide adequate pavement to accommodate persons at the communication street hub and pedestrians using the pavement at the same time.

I am also pleased to note that the applicant has provided a detailed Street Hub Anti-Social Behaviour Management Plan as part of the planning process which details plans that could be actioned should abuses in regard to phone calls occur

ADCAG: Not received

Representations: None received

Relevant Planning Policies:

Adur Local Plan 2017 Policies 15, 16, 17, 33, 34
National Planning Policy Framework (December 2024)

Planning Assessment

The main issue is the effect of the proposal upon the character and appearance of the area including the setting of the Conservation Area and nearby listed building.

The existing phone box is of little visual merit and as such its removal would be welcomed.

The new Hub would be sited in the same position but would contain bright moving adverts which would have a greater visual impact than the existing phone box. The moving display would be more intrusive than other signage in the High Street due to the Hub's position on the pavement edge.

It would be a large structure, being 0.85m taller and 0.4m wider than the phone box. It is considered that it would adversely affect the visual character of the Conservation Area and accordingly the applications are considered to be unacceptable.

Recommendations:

REFUSE

AWDM/1213/25 (Planning Permission)
01 The proposed BT Hub by virtue of its size, design and siting would be unduly prominent and represent an alien intrusion to the detriment of the visual character of the surrounding area, Conservation Area and the setting of a nearby listed building. The proposal is therefore contrary to policies 15 and 17 of the Adur Local Plan and the National Planning Policy Framework.

AWDM/1214/25 (Advertisement Consent)

01 The proposed LCD screens by virtue of their size, brightness and regular moving display would be unduly intrusive to the detriment of the visual character of the surrounding area, Conservation Area and the setting of a nearby listed building. The proposal is therefore contrary to policies 15 and 17 of the Adur Local Plan and the National Planning Policy Framework.

Is recommendation contrary to letter(s) of representation? N

Case Officer:	Peter Barnett	Date: 4 November 2025
Authorised by:	Jo Morin	Date: 04.11.2025