

Development Management – Delegated Officer Report

Application Number: AWD/0643/26

Recommendation: – REFUSE

Site: Land North Of 14 Wallace Parade Goring Road Worthing West Sussex

Proposal: Proposed installation of 1no. new BT Street Hub, incorporating 2no. digital LCD advertisement screens

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Site: 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.

Date of Site Visit: 15.07.2026

Neighbours Checked: Y

Additional Neighbours Notified: N

Site and Surroundings

The application relates to part of the pavement within the public highway fronting 14 Wallace Parade within the Goring Road Designated District Shopping Centre. Wallace Parade consists of a 3-storey, terraced block consisting of ground floor retail/commercial units with maisonettes on the upper floors above. No.14 comprises the end unit adjacent to the junction of Goring Road with Brooklyn Avenue. The pavement is built out in front of No.14, wrapping around the east side of the junction and encompassing an area of grassed, public amenity land to the west side of No.14. There are a couple of low-level, green-coloured BT cabinets sited to the north of a tree growing within the amenity land, close to the brick flank wall of Wallace Parade.

There is public parking within a layby to the north and east of the pavement build-out. All but 1no of the marked-out parking spaces are sited at an angle to the road carriageway, except the westernmost space adjoining the bell-mouth junction, which is aligned parallel to the pavement. There are bollards placed at intervals along the edge of the pavement and a street tree within the pavement of Brooklyn Avenue adjacent to the above-mentioned amenity land.

There is a narrow cycle path running along the edge of the road carriageway which highlighted by a different coloured tarmac. The cycle path stops short of a bus stop layby to the east of the parking bays.

To the west side of the junction with Brooklyn Avenue the pavement fronting Goring Road is bisected by a one-way service road with parking spaces lining one side. The

entrance to the service road is from the west side of the junction of Brooklyn Avenue, and egresses onto Pembroke Avenue further west.

Proposal

Planning permission and advertisement consent is sought to install a twin-sided BT Street Hub unit with 2no digital LCD display screens (one on each side). The illuminance level of the display screens will be 5,000 cd/m² during daytime hours and will dim to 600 cd/m² during the night.

The proposal consists of one of several across the Borough some of which involve the removal of BT payphones, but not this case.

This report jointly covers both the application for planning permission and advertisement consent.

The supporting information submitted with the applications explains that the proposed unit offer 1 Gigabit per second of free public Wi-Fi, free UK phone calls, USB charging, and an emergency services button. The digital display screens on the sides are used to carry advertising to help fund the units but can also show local content free of charge. The hubs include the ability to house 5G 'small cells' and can house sensors to count pedestrian/cycle/vehicle movements as well as monitor air, sound and light.

The proposed BT Street Hub unit would be 2.98m tall x 1.236m wide x 0.35m thick. The internally illuminated 75" LCD static display screen is 1.67m high x 0.95m wide positioned 0.8m from the ground. The BT Hub would be sited facing roughly east-west a minimum 1.5m from the edge of the pavement build-out and 3.8m from the shopfront of No.14.

The applications are accompanied by a Planning Statement (Mitie Telecoms), Street Hub Product Statement v2.2 (November 2025), BT Street Hub Anti-Social Behaviour Management Plan, BT Overexposure and Glare Evaluation and BT Declaration of Conformity with Public RF Exposure Guidelines.

Relevant Planning History: None relevant.

Consultations

WSCC: The Local Highway Authority has not raised a highway safety objection subject to recommended conditions and an informative, commenting:-

"WSCC in its role as Local Highway Authority (LHA) has been consulted on highway matters by the Local Planning Authority (LPA) for the proposed installation of one BT Street Hub. The site is located on Goring Road, an A-classified road subject to a speed limit of 30mph.

The proposed Street Hub will be located within the publicly maintained highway. The proposed location is not anticipated to result in an obstruction to pedestrians utilising the footway given that there is sufficient space for pedestrians to manoeuvre around

the Street Hub. In addition, the proposal is not anticipated to result in an obstruction to vehicular/pedestrian visibility.

The proposed Street Hub will provide two digital 75" internally illuminated LCD advert screens. The Planning Statement indicates that the proposed advertisements will not contain moving images and changes between the advertisements will be instantaneous with no animated transitions. The maximum daytime luminance level would be 5000cd/m². The Planning 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.

Conclusion

The LHA does not consider that this proposal would have an unacceptable impact on highway safety or result in 'severe' cumulative impacts on the operation of the highway network, therefore is not contrary to the National Planning Policy Framework (paragraph 116), and that there are no transport grounds to resist the proposal."

Recommended Conditions

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.

Reason: 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

Neighbourhood Safer Communities Officer (ASB): I am not aware of any issues/ASB arising from these Street Hubs.

Neighbourhood Team: No comments received.

Neighbour Representations

13 objections to AWDM/0643/26 and 5no objections to AWDM/0644/26 have been received from local residents and others from further afield raising the following concerns (which have been summarised):

- Hazardous obstruction to pedestrians, especially sight or mobility impaired;
- Dangerous distraction to drivers/cyclists;
- Visual intrusion/clutter; ugly; spoil the character of the area; eyesore;
- Unwanted noise and light pollution; an assault on the senses, a Tech overload;
- Eye damage caused by blue screens;
- Adverse effects of advertising on privacy, mental well-being, children, people with unseen disabilities and protected characteristics (Public Sector Equality Duty); designed to be stimulating with potential health impacts for people with autism, epilepsy, mental health conditions not adequately researched.
- Potential risks of hacking leading to inappropriate and harmful output.
- Risk of anti-social behaviour, vandalism, graffiti.
- Who is responsible for maintenance/cleaning? A management plan must be provided so the structure is kept clean, tidy, free of vandalism and in working order for as long as it is in place.

- How can power/energy consumption be justified in relation to sustainability/net zero goals. No information provided on how development would integrate with sustainable technologies to promote sustainable design and construction.
- Environmental impacts (disturbance to insects, birds, moths, bats etc.).
- Harm exposure to radio frequency radiation; no mitigations for people with implants or suffering from electro-sensitivity resulting in discrimination; harmful effects on plants and animals; ICNIRP declaration incorrect.
- Unnecessary as most people have their own mobile phones for connectivity, primarily an advertisement with cursory phone/Wi-Fi. No public benefit. Primarily a means of infilling the 4G/5G network without public knowledge.
- Invasion of privacy from inclusion of surveillance technology/CCTV

Relevant Planning Policies:

Worthing Local Plan policies (WBC 2023): SP1, SP2, DM5, DM6, DM13, DM14
 National Planning Policy Framework (MHCLG 2026)
 National Planning Practice Guidance

Planning Assessment:

The key considerations are the effect of the proposed street hub on the character and appearance/visual amenity of the area; and the effects on highway/public safety.

The above policies are a material consideration, including policy DM5 which requires all new development to (amongst other things) be of a high architectural and design quality and respect and enhance the character of the site and the prevailing character of the area; enhance the local environment by way of its appearance and character and make a positive contribution to sense of place, local character and distinctiveness of an area; to make a positive contribution to creating a safe and secure environment by integrating measures for security and designing out opportunities for crime; ensure that lighting incorporated into developments provides the minimum for public safety, is energy efficient and avoids light pollution. Policy DM6(b) requires proposals to ensure that the public realm is safe, accessible for all, inclusive, attractive, well-connected, easy to understand and maintain, and relates to the local historic context. It is expected that new development will incorporate the highest quality design, landscaping, green infrastructure, street furniture and surfaces. DM6(e) states that express consent will only be granted for advertisements which respect the character and appearance of the surrounding area and do not create a danger or hazard to public safety.

Visual Amenity/Character and Appearance

The pavement build-out where the Street Hub would be located is relatively wide and together with the surrounding pavement area beyond includes street lighting columns, bollards, 4no Sheffield cycle stands, and a street tree. Beyond to the east is a bus stop shelter with an internally illuminated digital rolling poster display panel at one end and a pole-mounted, digital real time passenger information screen. There is a traffic-light controlled pedestrian crossing approximately 50 metres to the west and an informal pedestrian crossing point with a central island approximately 50 to the east.

The immediate context is commercial in character made up primarily of shops, financial and other services, cafes/restaurants/takeaways etc. on both sides of Goring Road. The associated scale and appearance of buildings and shopfronts and the amount of pedestrian and vehicular activity is consistent with the role and function of the area's designation as a District Shopping Centre designation.

The nearby busy parking bays are controlled between on Monday to Saturday between 8.30am and 6.00pm with 'no return within 1 hour' ensuring a constant churn of short-stay vehicle movements and activity of shoppers and other visitors to the District Centre coming and going.

Nevertheless, the combination of the height, width and solid form of the proposed Street Hub would stand out in the context of the nearby linear street features, and its siting close to the edge of the built-out pavement would mean that it would be prominently visible in views in both directions east-west along Goring Road.

The shops immediately adjacent to the proposed installation include a range of shopfront signage, but on the whole these are either not illuminated, or are non-LED displays consisting of modest internally illuminated signs contained within traditional shopfronts. The proposed sign luminance at a daytime level of 5,000 candela per square metre (cd/m²) and 600cd/m² during hours of darkness would be considerably brighter and excessive when taking account of the surrounding context.

For example, the degree of luminance would be notably brighter and more prominent than the 70" digital rolling sign with the bus shelter further to the east on Goring Road (0.865m x 1.538m) where the approved plans and information set out that luminance levels do not exceed 280cd/m² (AWDM/1119/16).

The introduction of a large, prominently sited digital advertisement in this location would appear overly dominant and alien within the street scene causing harm to the amenity of the area.

Whilst the benefits of wi-fi access, free charging for mobile devices, wayfinding, and an emergency call button capability are acknowledged, it is considered this does not outweigh the harm identified to local character and distinctiveness.

Highway/Public safety

The Local Highway Authority has not raised any highway safety concerns in principle to the proposed Street Hub subject to the luminance level during hours of darkness being limited to 300 cd/m² to accord with the maximum luminance level for this site which is E3 (Suburban – Medium District Brightness). A condition to this effect has been suggested.

The proposed Street Hubs are virtue of their siting and design are intended to be eye-catching. There are a number of potential interruptions to the free-flow of traffic along this short stretch of Goring Road which road users must carefully navigate including bus movements to and from the nearby bus stop, vehicles reversing from the short-stay parking bays, traffic entering and leaving the junction with Brooklyn Avenue (and the entry to the service road on the opposite side of the junction) as well as pedestrians

crossing the nearby informal and signalled pedestrian crossings. There is sympathy with the concerns raised by third parties that the visual prominence of the Street Hub in this location, due to its size, siting and excessive luminance (during both daytime and night hours) will pose a distraction to drivers in a particularly busy part of Goring Road where even a momentary loss of concentration could be dangerous and increase the risk of collisions involving other vehicles, cyclists or pedestrians.

The width of this stretch of built-out pavement and relative lack of other street furniture means that the siting of the Street Hub would be unlikely to cause any significant obstruction for people with disabilities or mobility impairments or otherwise impede pedestrian flow on the pavement.

PPG confirms that the prevention of crime is a public safety consideration. Concerns have been raised about the risk of the Street Hub encouraging anti-social behaviour involving misuse of free call services. The Council's Community Safety Officer has confirmed that this has not been an issue in other locations in the town centre where Street Hubs have been installed. The Street Hub Anti-Social Behaviour Management Plan explains that call restriction technology has been developed using an algorithm that allows the latest Street Hub models to assess call data, recognise misuse and block numbers which are deemed problematic.

With regard to concerns raised about potential health effects, the submitted ICNIRP declaration is considered adequate for confirming that the proposal meets the relevant safety standards and would not pose a risk to public health.

Recommendation:

AWDM/0643/26

REFUSE for the reason: -

1. By reason of its prominent siting, size, height, form, bulk and excessive illumination the proposed Street Hub would be an intrusive and dominant feature within the street scene, and its strident appearance harmful to local character and amenity. The proposal is therefore contrary to policies DM5 and DM6 of the Worthing Local Plan and the relevant policies of the NPPF.
2. By reason of its prominent siting, size and excessive illumination the proposed Street Hub would increase the risk of distraction to highway users to the detriment of highway safety on this part of Goring Road close to the junction with Brooklyn Avenue and would therefore be contrary to policy DM6 of the Worthing Local Plan.

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character and amenity. The proposal is therefore contrary to policies DM5 and DM6 of the Worthing Local Plan and the relevant policies of the NPPF.

2. By reason of its prominent siting, size and excessive illumination the proposed Street Hub would increase the risk of distraction to highway users to the detriment of highway safety on this part of Goring Road close to its junction with Brooklyn Avenue and would therefore be contrary to policy DM6 of the Worthing Local Plan and the relevant policies of the NPPF.

Informative

Pro-Active - No Discussion

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

Case Officer: Jo Morin Date: 18.08.2026

Authorised by: Louise Prew Date: 19/08/2026