Worthing
BOROUGH COUNCIL

APPEAL: ~~ALLOWED~~ / DISMISSED
DOE LETTER DATED: 12.6.08

Awarded for excellence

Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/08/0091/ADV

TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992-94

Mr Ross McCourt
Primesight
3 Waterhouse Square
138-142 Holborn
London EC1N 2NY

PROPOSAL: Installation of one internally illuminated, double sided, free standing advertisement display unit.

LOCATION : Petrol Filling Station Heene Road Worthing

DATE REGISTERED 4th February 2008

APPLICANT : Mr Ross McCourt

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in Drawing No. YH4807011114 : Specification Drawing and Elevation, which accompanied the application, or as subsequently amended prior to consideration, is to

REFUSE ADVERTISEMENT CONSENT for the reason(s) that:-

1. The proposed internally illuminated poster unit, by reason of its excessive height and size and its unsympathetic siting, would introduce an unduly intrusive, over-dominant and visually damaging form of outdoor advertising within the street scene in relation to the open forecourt of the premises, the adjacent landscaped site and the nearby Listed Buildings, Heene Terrace, to the south which are a principal feature of the Marine Parade and Hinterland Conservation Area. It would furthermore introduce excessive clutter, having regard to the existing adjacent signs (to be retained). In consequence, the proposal would be detrimental to the visual amenities of the area and detrimental to the historic setting and appearance of Heene Terrace as a group of Listed Buildings, contrary to Saved Policies CH1, CH4 and CH5 of the West Sussex Structure Plan 2001 - 2016 and Saved Policy BE1 of the Worthing Local Plan 2003.

Cont.....

Dated : 17th March 2008

Assistant Director (Planning Services)

Note: Your attention is drawn to the notes and advice overleaf.

WB/08/0091/ADV

INFORMATIVES

This information is only intended as a summary of the reasons for refusal of planning permission. For further details on the decision please see the application report which is available from the Planning Reception at Portland House, Richmond Road, Worthing.