Worthing
BOROUGH COUNCIL

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Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/07/1408/ADV

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

Blaze Neon Ltd
Patricia Way
Pysons Road
Broadstairs
Kent
CT102XZ

PROPOSAL: Installation of externally illuminated fascia sign and one internally illuminated projecting box sign. (Retrospective).

LOCATION : 18 Montague Street Worthing

DATE REGISTERED 15th November 2007

APPLICANT : T Mobile

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in Drawing Nos. 92609/1-2, which accompanied the application, or as subsequently amended prior to consideration, is to

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

1. The trough light for the fascia sign, and the projecting box sign at first floor level (already installed), by reason of their unsympathetic design and siting in relation to the historic and architectural features of Nos. 16/18 Montague Street (which form a pair of similarly designed buildings), and due to their excessive projection from the building and their discordant appearance within the street scene, are detrimental to, and do not preserve or enhance, the character and appearance of this 'Local Interest' building and the South Street Conservation Area in which it is situated. As such, the retention of the fascia sign within this form of external illumination, and the retention of the projecting sign, is contrary to saved Policy CH4 of the West Sussex Structure Plan 2001-2016 and saved Policy BE1 of the Worthing Local Plan 2003.

[redacted]

Dated : 7th January 2008

[redacted]ervices)

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

WB/07/1408/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.