Worthing
BOROUGH COUNCIL

**Portland House**
**Richmond Road**
**Worthing BN11 1LF**

APPLICATION NO. WB/10/0977/ADV

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

Mr David Elliott
Kestrel Design
32 Loxwood Avenue
Worthing
West Sussex BN14 7RA

PROPOSAL: Retrospective application for the installation of one non illuminated single post mounted promotional banner sign.

LOCATION : East Lodge Highdown Littlehampton Road Worthing

DATE REGISTERED 1st November 2010

APPLICANT : Saviour Inns

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in Drawing No. 977/10 October 2010 which accompanied the application, or as subsequently amended prior to consideration, is to

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

1. The advertising banner sign is detrimental to the established rural character and visual amenities of the area due to its unsympathetic design, materials and method of display in relation to the amenity value of the grassed verge and the adjacent boundary hedge with East Lodge and due to its over dominant and intrusive appearance in relation its rural setting and the Highdown Conservation Area. The proposed sequential banner signs would similarly adversely affect the visual amenities of the area.

Dated : 5th April 2011

[redacted]
Executive Head of Planning,
Regeneration and Wellbeing

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.

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