WORTHING BOROUGH COUNCIL

Planning Potential
Planning Potential Ltd.
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## ADVERTISEMENT REFUSAL

**TOWN AND COUNTRY PLANNING ACT 1990**
**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATION 2007**

## APPLICATION NUMBER: AWDM/1166/25

On behalf of Merkur Slots Ltd (UK)

In pursuance of their powers under the above-mentioned Act and Order the Council hereby REFUSE EXPRESS CONSENT to the following display of (an) advertisement(s).

**Advertisement consent for 2no. externally illuminated fascia signs and 1no. externally illuminated projecting sign.**

**3 - 4 Connaught Buildings Chapel Road Worthing West Sussex**

as shown on Plan and Application No. AWDM/1166/25 submitted to the Council on 15/09/2025.

The reasons for the Council's decision to refuse to permit the development are stated on the schedule overleaf.

G Peck

Gary Peck
Planning Services Manager
25/02/2026

Worthing Borough Council, Development Management, Economy Directorate,
Portland House, 44 Richmond Road, Worthing, West Sussex, BN11 1HS
Tel: 01903 221065 Email: planning@adur-worthing.gov.uk
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## SCHEDULE

## Reasons for Refusal

01. The illuminated signage, by reason of its design and prominence, is not considered to respect, and is considered harmful to, the character and appearance of the surrounding area and public realm contrary to policies DM5, DM6 of the Worthing Local Plan 2020 - 2036. The impact includes less than substantial harm to heritage assets: the Connaught Buildings, which is a building of Local Interest, the Chapel Road Conservation Area and the nearby listed building at the corner of Chapel Road and Ambrose Place. This heritage harm is not considered to be outweighed by any public benefit arising from the proposal. It is therefore contrary to policy DM24 of the Worthing Local Plan 2020 - 2036 and the NPPF paragraphs 141 & 215 - 216.

01. For the avoidance of doubt this refusal relates to the following drawings/plans:

| Reference/Drawing Number | Version | Date Rec |
|---|---|---|
| LOCATION PLAN | 1:1250 | 15.09.2025 |
| SITE PLAN | 1:500 | 15.09.2025 |
| SIGNAGE SITE PLAN | 1:500 | 15.09.2025 |
| EXISTING ADVERTISEMENT | 920-EX-005 00 | 15.09.2025 |
| PROPOSED ADVERTISEMENT | 920-PL-104 01 | 15.09.2025 |

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**YOUR ATTENTION IS DIRECTED TO THE FOLLOWING NOTES FROM THE ABOVE ORDER. THEY ARE FOR INFORMATION ONLY AND DO NOT PRETEND TO SET OUT THE WHOLE OF THE LAW ON THE SUBJECT. IT WOULD BE WELL FOR YOU TO CONSULT YOUR SOLICITOR IF YOU ARE IN ANY DOUBT**

**Appeals to the Secretary of State**

1. Where, on application being made for consent under these Regulations, consent is refused by the Local Planning Authority or is granted by them subject to conditions, the applicant may appeal to the Secretary of State.

   Provided that the Secretary of State shall not be required to entertain an appeal under these Regulations if it appears to him, having regard to the provision of these Regulations, that consent for the display of advertisements in respect of which application was made could not have been granted by the Local Planning Authority, or could not have been granted otherwise than subject to the conditions imposed by them.

2. Any person who desires to appeal under these Regulations within eight weeks from the date of receipt of notification of the Local Planning Authority's decision, or such longer period as the Secretary of State may allow and shall furnish to the Planning Inspectorate a copy of the following documents:-

   (i) the application made to the Local Planning Authority;
   ii) all relevant plans and particulars submitted to them;
   (iii) the notice of the decision; and
   (iv) all other relevant correspondence with the Authority.

   (The Planning Inspectorate is an Executive Agency in the Office of the Deputy Prime Minister).

3. Appeals can be made online at: https://www.gov.uk/planning-inspectorate. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000

4. The Secretary of State may, if he thinks fit, require the applicant or the Local Planning Authority to submit within a specified period a further statement in writing in respect of any of the matters to which the appeal relates, and if, after considering the grounds of the appeal and any such further statement, the Secretary of State is satisfied that he is sufficiently informed for the purpose of reaching a decision as to the matters to which the appeal relates, and with the agreement in writing of the Appellant and the Local Planning Authority, he may decide the appeal without further investigation; but otherwise the Secretary of State shall, if either party so desire, afford to each of them an opportunity of appearing before and being heard by a person appointed by the Secretary of State for the purpose.

5. Where an appeal is brought under these Regulations from a decision of the Local Planning Authority the Secretary of State may allow or dismiss the appeal or may reverse or vary any part of the decision of the Local Planning Authority, whether or not the appeal relates to that part, and deal with the application as if it had been made to him in the first instance.

6. Where the Local Planning Authority fails to notify the applicant within eight weeks from the date of receipt of the application, the provisions of paragraphs 1. and 2. above shall apply in relation to the application as if consent had been refused by the Local Planning Authority.

**THIS DECISION IS ISSUED UNDER THE TOWN AND COUNTRY PLANNING ACT 1990 AND TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007 AND DOES NOT CONVEY ANY CONSENT OR APPROVAL WHICH MAY BE REQUIRED UNDER THE BUILDING ACT AND BUILDING REGULATIONS.**