Worthing
BOROUGH COUNCIL

APPEAL: ALLOWED / ~~DISMISSED~~
DOE LETTER DATED: 22.11.10

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

APPLICATION NO. WB/10/0219/ADV

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

Mr B Millington
Zillwoods Ltd
Britania Road
Northam
Southampton SO14 5RH

PROPOSAL:	Illuminated red and blue logo and blue lettering on southern elevation; Illuminated folded powder coated aluminium pans with digital graphic on southern elevation; illuminated acrylic logo on southern elevation.
LOCATION :	Unit 1 Pages Corner Ham Road Worthing
DATE REGISTERED	23rd April 2010
APPLICANT :	The Range

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in Drawing Nos. 01- Advertisement A, 01- Advertisement B1 and Site Map which accompanied the application, or as subsequently amended prior to consideration, is to

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

1. By reason of its size, siting, form, illumination and accumulation, the signage is an unduly dominant, intrusive and incongruous feature in this semi-residential area, to the detriment of visual amenity of the area and is the source of unacceptable harm to the living conditions of nearby residents in Pages Lane and Ham Road due to the impact on their outlook and disturbance from the illumination at unsocial hours. As such, it is contrary to Saved Worthing Local Plan Policies BE1, H18 and RES7 and PPG19: Advertisement Control.

Cont.....

Dated : 21st June 2010

Executive Head of Planning,
Regeneration and Wellbeing

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

WB/10/0219/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.