Worthing
BOROUGH COUNCIL

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Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/08/0455/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
CT10 2X2

PROPOSAL: Installation of internally illuminated fascia sign and projecting sign.

LOCATION : 17 - 19 South Farm Road Worthing

DATE REGISTERED 28th April 2008

APPLICANT : Yamaha Motor UK Ltd

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in Drawing No. 95302/46529/Sheet 1 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 fascia box panel and signs and the projecting box sign combined, by reason of their excessive size [length, depth and projection], cumulatively, in relation to the historic design, form and proportions of the existing original fascias to these shop units and those of other shops within the nearby shopping parades, would be unsympathetic and visually damaging to the character and appearance of these buildings, and due to their intrusiveness within the street scene, would be detrimental to the character and visual amenities of the area. As such, the proposal is contrary to saved Policy CH1 of the West Sussex Structure Plan 2001 - 2016 and saved Policy BE1 of the Worthing Local Plan 2003.

Dated : 16th June 2008

Executive Head of Planning,
Regeneration and Wellbeing

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

WB/08/0455/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.