Worthing
BOROUGH COUNCIL

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Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/07/0984/ADV

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

Origin Creative Solutions
9 Station Parade
Tarring Road
Worthing
West Sussex
BN11 4SS

PROPOSAL: Installation of new non-illuminated fascia signs to Montague Street and Gratwicke Road elevations.

LOCATION : 148 - 152 Montague Street Worthing

DATE REGISTERED 15th October 2007

APPLICANT : W J Poland and Son Ltd

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

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

1. The proposed fascia signs, including the panels that would incorporate them, by reason of their unsympathetic design, siting, proportions and method of display in relation to the respective original architectural and historic features of the building, and due to their intrusiveness within the street scene, would be detrimental to, and would not preserve or enhance, the character and appearance of the building and the Montague Street Conservation Area in which it is situated. As such, the proposal is contrary to saved Policy CH4 of the West Sussex Structure Plan 2001 - 2016.

Cont.....

Dated : 26th November 2007

Assistant Director (Planning Services)

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

WB/07/0984/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.