Worthing
BOROUGH COUNCIL

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Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/08/0295/ADV

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

Paul Upfield And Associates Ltd
16 Westhorpe Lane
Byfield
Daventry
Northants
NN11 6XB

PROPOSAL: Installation of replacement facia sign, illuminated by white trough light and installation of one non illuminated projecting sign.

LOCATION : 20A Montague Street Worthing

DATE REGISTERED 11th April 2008

APPLICANT : Phones 4U Limited

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in plans which accompanied the application, or as subsequently amended prior to consideration, is to

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

1. The proposed overhead trough light to illuminate the fascia sign, due to its unsympathetic design, position and excessive projection in relation to the shop front, the fascia panel itself (as a replacement for the existing fascia panel) and the front elevation of the building as a whole, and due to its discordant appearance within the street scene, would be detrimental to, and would not preserve or enhance, the historic and architectural character and appearance of the building. Moreover, the proposed hanging sign at first floor level would detract from the historic and architectural appearance and integrity of the pair of projecting bay windows of Nos. 20 and 20A Montague Street and these buildings as a whole. In consequence, the proposal is contrary to saved Policy CH4 of the West Sussex Structure Plan 2001 - 2016 and saved Policy BE1 of the Worthing Local Plan 2003.

Cont.....

Dated : 12th May 2008

Executive Head of Planning,
Regeneration and Wellbeing

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

WB/08/0295/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.