Worthing
BOROUGH COUNCIL

APPEAL: ALLOWED / DISMISSED
DOE LETTER DATED: 2.2.09.

Awarded for excellence

Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/08/0580/ADV

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

Mr Ross McCourt
Charlotte House
14 Windmill Street
LONDON
W1T 2DY

PROPOSAL: Installation of one internally illuminated, double sided, free standing advertising display unit.

LOCATION : 8 - 9 Dominion Buildings Dominion Road Worthing

DATE REGISTERED 2nd June 2008

APPLICANT : Mr Ross McCourt

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in the site plan, location plan, elevation drawing and specification drawing cross section, 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, height, prominent siting and illumination the proposed internally illuminated, double-sided, free-standing advertising display unit would constitute an inappropriate and visually intrusive form of general advertising that would be out of keeping with the low-key character of this local shopping parade and detrimental to the visual amenity of the area and the streetscene generally. The proposed advertisement is therefore contrary to 'saved' policy BE1 of the Worthing Local Plan and 'saved' policies CH1 and DEV1 of the West Sussex Structure Plan 2001-16.

Dated : 28th July 2008

Executive Head of Planning, Regeneration and Wellbeing

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.

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