Worthing
BOROUGH COUNCIL

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Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/08/0522/ADV

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

Diverse Interior Architecture Ltd
Studio 1A
83 Curtain Road
London
EC2A 3BS

PROPOSAL: Installation of two sets of non-illuminated high level lettering and signboards comprising corporate logo and contact details to front and rear of building.

LOCATION : Unit A1 Yeoman Gate Yeoman Way Worthing

DATE REGISTERED 16th May 2008

APPLICANT : Cluttons Tod Miller 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. SK-02 Revision A, SK-03 Revision A, SK-08 and 330-01 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 their unsympathetic means of display and position in relation to the fenestration and bands of brickwork to this two-storey building as a whole, Unit 'A' Yeoman Gate, the proposed high level signs would introduce unduly intrusive features, which would detract from the design, appearance and architectural composition of the building and be detrimental to the visual amenities of the area, contrary to saved Policy DEV1 of the West Sussex Structure Plan 2001 - 2016 and saved Policy BE1 of the Worthing Local Plan 2003.

Dated : 23rd June 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.