Worthing
BOROUGH COUNCIL

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Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/08/0336/ADV

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

R L Stubbs MRTPI
10 Newall Close
Bognor Regis
West Sussex
PO21 5RG

PROPOSAL: Installation of 5 non illuminated signs on north, west and east elevations and one non illuminated free standing sign board.

LOCATION : Unit G Dominion Way West Worthing

DATE REGISTERED 15th April 2008

APPLICANT : Gleam Clean

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in Drawing Nos. 6506:1 and 6506:2A which accompanied the application, or as subsequently amended prior to consideration, is to

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

1. Cumulatively, by reason of their number, large size, height and position on both the building and the site frontage, the proposed fascia signs (5 no.) and twin-posted freestanding sign (1 no.), would intrude unacceptably within the streetscene, giving rise to an excessively cluttered appearance and detracting from the character and visual amenities of the surrounding area. The proposed signage is therefore contrary to saved Policy BE1 of the Worthing Local Plan 2003 and saved Policies DEV1 and CH1 of the West Sussex Structure Plan 2001-2016.

Cont.....

Dated : 16th June 2008

Executive Head of Planning,
Regeneration and Wellbeing

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

WB/08/0336/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.