Worthing
BOROUGH COUNCIL

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Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/07/1337/ADV

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

Nathaniel Lichfield And Partners
FAO Samantha Sainsbury
14 Regents Wharf
All Saints Street
London
N1 9RL

PROPOSAL: Installation of two illuminated projecting 'bus stop' signs to Marine Parade elevation.

LOCATION : 51 - 59 Montague Street Worthing

DATE REGISTERED 19th November 2007

APPLICANT : Marks and Spencer Plc

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in Drawing No. WOT022-A-23-P-04, which accompanied the application, or as subsequently amended prior to consideration, is to

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

1. The two proposed internally illuminated projecting box signs on the south elevation, by reason of their excessive size and projection and their unsympathetic design, siting and means of display in relation to Knightsbridge House and the retail store at this site as a whole, and due to their discordant appearance along this frontage, both within and adjacent to the South Street Conservation Area, would be detrimental to the character and visual amenities of the area. As such, these proposed signs would be contrary to the aims and terms of 'Saved' Policy CH4 of the West Sussex Structure Plan 2001 - 2016.

Dated : 21st January 2008

Assis[redacted])

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.