Worthing
BOROUGH COUNCIL

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**Portland House**
**Richmond Road**
**Worthing BN11 1LF**

APPLICATION NO. WB/07/1148/ADV

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

Insignia Signs and Services
Unit 7 Albion Park
Albion Way
Leeds
LS12 2EJ

PROPOSAL: Installation of two fabric retractable sign written canopies on front elevation.

LOCATION : 'Bar Release' 20 Chapel Road Worthing

DATE REGISTERED 4th October 2007

APPLICANT : TCG Acquisitions

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in Drawing No. Scale 1:20 and 1:50 plan/details, which accompanied the application, or as subsequently amended prior to consideration, is to

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

1. The proposed retractable canopies, cumulatively with the existing fascia sign (to be retained) would introduce an unacceptable clutter of external advertising displays, which would be unsympathetic with and damaging to the architectural and historic character and appearance of the building and the Chapel Road Conservation Area in which it is situated, contrary to saved Policy CH4 of the West Sussex Structure Plan 2001 - 2016. Moreover, owing to their low height, the canopies, when extended, may obstruct the public highway and interfere with the safe movement of pedestrians at this point, contrary to saved Policy DEV5 of the West Sussex Structure Plan 2001 - 2016.

Dated : 26th November 2007

Assistant Director (Planning Services)

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.**