Worthing
BOROUGH COUNCIL

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Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/07/1448/ADV

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

Mr Nick Lowe
Done Brothers (Cash Betting) Ltd
Spectrum 56-58 Benson Road
Birchwood
Warrington WA3 7PQ

PROPOSAL: Installation of fascia sign lettering and projecting sign.

LOCATION : 28 and 30 Goring Road Worthing

DATE REGISTERED 3rd December 2007

APPLICANT : Nick Lowe

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in Drawing Nos. 526BF-28SF/Revision 1 and BF-PSD/1, which accompanied the application, or as subsequently amended prior to consideration, is to

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

1. The proposed fascia sign panel and lettering and the proposed projecting sign, combined, by reason of their excessive size and projection and their unsympathetic design, siting and means of display in relation to Nos. 28 and 30 Goring Road, and due to their discordant appearance within the street scene, would be detrimental to the character and visual amenities of the area, contrary to Saved Policies CH1 and DEV1 of the West Sussex Structure Plan 2001 - 2016 and Saved Policy BE1 of the Worthing Local Plan 2003.

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.

Dated : 28th January 2008

Assistant Director (Planning Services)

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