Worthing
BOROUGH COUNCIL

Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/10/0976/ADV

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

Mrs Lily Li
New Image Design
2A Tiverton Road
London
N18 1DW

PROPOSAL: Retrospective application for the installation of internally illuminated fascia sign and internally illuminated menu box sign.

LOCATION : 58 Chapel Road Worthing

DATE REGISTERED 3rd December 2010

APPLICANT : Mr Tony Li

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in the site location plan and Drawing Nos. 360(a)SD/01, 360(a)/SD/03 and 360(a)/SD/04 which accompanied the application, or as subsequently amended prior to consideration, is to

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

1. The application site is located within the Chapel Road Conservation Area where advertisement signage is generally of a minimal size and integrated with the scale and form of existing buildings. In this instance the advertisement signage, by reason of its size, projection from the building, illumination and use of colour is considered to be an excessively bold and dominant feature which fails to preserve the character and appearance of the Chapel Road Conservation Area contrary to the provisions of saved Policy BE1 of the Worthing Local Plan.

Dated : 15th March 2011

[redacted]
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.