Worthing
BOROUGH COUNCIL

Split Decision

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Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/07/1413/ADV

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

Atkins Ltd
Digby House
Causton Road
Colchester
Essex CO1 1RJ

PROPOSAL: Installation of one set of wall mounted, halo illuminated individual letters and logo to rear (south) elevation.

LOCATION : Unit C2 Yeoman Gate Yeoman Way

DATE REGISTERED 9th January 2008

APPLICANT : Royal Bank Of Scotland

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in Drawing No. A4823 Rev. E deposited on 29th February 2008, which accompanied the application, or as subsequently amended prior to consideration, is to

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

1. The proposed external signage on the south elevation of the Unit C2 Yeoman Gate would be unsympathetic with and detrimental to the design and appearance of Units C1 and C2 Yeoman Gate, including their architectural composition, integrity and completed design as a whole; and, further, due to its visual impact on the surrounding, predominantly wooded, area adjacent to Littlehampton Road (A2032), which is of high scenic value to the area, would be detrimental to the character and visual amenities of the area. As such the proposed signage is 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.....

[redacted]

Dated : 6th March 2008

Assistant Director (Planning Services)

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

WB/07/1413/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.