St Ray

The Planning Inspectorate

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The Planning & Environmental Services Department
Worthing Borough Council
Portland House, Richmond Road
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BN11 1LF

Your Ref: WB/07/1294/ADV

Our Ref: APP/M3835/H/08/1202600

Date: 16 April 2008

WORTHING BOROUGH COUNC
PLANNING SECTION
RECEIVED 17 APR 2008
WB GL ITEM 889

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007
APPEAL BY ALF'S MOTORCYCLES LTD
SITE AT 100 DOMINION RD, WORTHING, W SUSSEX, BN14 8JP

I enclose a copy of our Inspector's decision on the above appeal.

The attached leaflet explains the right of appeal to the High Court against the decision and how the documents can be inspected.

If you have any queries relating to the decision please send them to:

Quality Assurance Unit
The Planning Inspectorate
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Temple Quay House
2 The Square, Temple Quay
Bristol BS1 6PN

Phone No. 0117 372 8252

Fax No. 0117 372 8139

E-mail: Complaints@pins.gsi.gov.uk

Yours faithfully

Mrs Debbie Smith

A17A

Appeal Decision

Site visit made on 5 April 2008

by Simon Hand MA

an Inspector appointed by the Secretary of State for Communities and Local Government

The Planning Inspectorate
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Decision date:
16 APR 2008

Appeal Ref: APP/M3835/H/08/1202600
100 Dominion Road, Worthing, West Sussex, BN14 8JP

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
- The appeal is made by Mr A Hubbard against the decision of Worthing Borough Council.
- The application Ref WB/07/1294/ADV, dated 16 October 2007, was refused by notice dated 21 December 2007.
- The advertisements proposed are a set of externally illuminated lettering and internally illuminated pole sign.

Decision

1. The appeal is dismissed.

Reasons

2. The site is occupied by Alf's Motorcycles which already has lettering, positioned above the fascia and below the first-floor windows. The proposal is to remove this lettering and replace it with similar lettering above the first-floor windows. The lettering will be externally illuminated by a long trough light. To the west of the site is a large DIY store set back from the road, immediately adjoining the site to the east is a fitness centre in a similar, but slightly taller building, as the appeal site, and opposite are houses.

3. The lettering on the fitness centre is at the same level as the existing lettering. Consequently, and despite the partly commercial location, the high-level lettering, placed right at the top of the building, will look out of place. There appeared to be no other signage at this level in the area. The off-centre relationship with the first-floor windows of the fitness centre would also be problematic and add to the feeling of incongruity.

4. There is a large totem for the DIY store and a smaller one for an engineering works which appeared to be behind the appeal site, so that a relatively small totem need not appear out of place. However, the appeal proposal would seem to be adjacent to the existing totem for the engineering works. This would create a cluttered appearance which would harm the street scene. The proposed totem would also stand forward from the building and appear somewhat isolated, extending the commercial element towards the housing opposite.

Simon Hand

Inspector