Worthing
BOROUGH COUNCIL

APPEAL: ALLOWED / DISMISSED
DOE LETTER DATED: 16-4-08

Awarded for excellence

Portland House
Richmond Road
Worthing BN11 1LF

APPLICATION NO. WB/07/1294/ADV

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

Mr Alan Luke
8 Eighth Avenue
Lancing
West Sussex
BN15 9XD

PROPOSAL: Installation of externally illuminated set of letters at high level on front elevation, reading 'Alfs Motorcycles', and double-sided internally illuminated pole sign/projecting sign on forecourt.

LOCATION : 100 Dominion Road Worthing

DATE REGISTERED 9th November 2007

APPLICANT : Mr A Hubbard

WORTHING BOROUGH COUNCIL, under the above Act and Order, gives you notice that its decision upon your application described above and in Drawing Nos. m/c 003; m/c 004; m/c 005; m/c 006 and m/c 007, which accompanied the application, or as subsequently amended prior to consideration, is to

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

1. The proposed high-level externally illuminated set of letters on the front elevation and the proposed double-sided internally illuminated pole sign on the forecourt of the building, by reason of their unsympathetic design, siting and means of display, and their illumination, in relation to the proportions and features of the building, and due to their discordant appearance within the street scene, would be detrimental to the appearance of the building, the group of buildings of which it forms part and the locality (which is predominantly residential). In consequence, these proposed signs 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.

Cont.....

Dated : 21st December 2007

Assistant Director (Planning Services)

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

WB/07/1294/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.