Horsham District Council

Mr Luke Walker
New Vision Signs and Graphics
6 Ventnor Street
6 Ventnor Street
BRADFORD
BD3 9JP
United Kingdom

Application Number: DC/24/1420

TOWN & COUNTRY PLANNING ACT, 1990 (as amended)
TOWN & COUNTRY PLANNING (Control of Advertisements) (England) Regulations 2007

On behalf of: Claire Stephenson Portman Dentex

In pursuance of their powers under the above-mentioned Act and Regulations, the Council hereby **REFUSE CONSENT** to the following display of (an) advertisement(s):

Installation of 10x non-illuminated digitally printed and frosted window graphics (Retrospective).

Portman Smile Clinic 3 - 3A East Street Horsham West Sussex

as shown on Plan and Application Number DC/24/1420 submitted to the Council on 16/09/2024. The reasons for the Council's decision to refuse to permit the above works are specified hereunder.

1 The 10x non-illuminated digitally printed and frosted window graphics would, given the existing and prevailing street scene, harm the visual amenity and appearance of the wider street scene and designated conservation area, contrary to Policies 14, 32, 33 and 34 of the Horsham District Planning Framework (2015).

Schedule of plans/documents

Plan Type	Description	Drawing Number	Received Date
Photos		NONE	16.09.2024
Block plan		NONE	16.09.2024
Location plan		NONE	16.09.2024
Elevation plan		NONE r1	11.11.2024

Emma Parkes
Head of Development and Building Control

Date: 29/01/2025

ADDITIONAL INFORMATION

Right of Appeals
If you are aggrieved by the decision to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under Section 78 of the Town and Country Planning Act 1990.

You must appeal within 8 weeks of the date of the decision notice for an advertisement consent. Other types of application have different timescales. In particular, if an enforcement notice is/has been served for the same (or very similar) land and development, appeals should usually be lodged within 28 days. Only the applicant possesses the right of appeal.

Appeals can be made online at: https://www.gov.uk/planning-inspectorate. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are at https://www.gov.uk/government/collections/casework-dealt-with-by-inquiries.