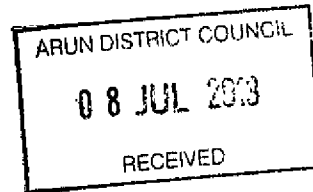


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Town Planning and Development Consultants

Arun District Council
Planning Services
Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex BN17 5LF



Our Ref: HAPL885

04 July 2013

Dear Sir/Madam,

Land adjacent to A27, Arundel Road, Aldingbourne

Please find enclosed our client's cheque in respect of the planning application submitted today (planning portal reference 02744423) for the erection of one directional advertisement sign on the above site.

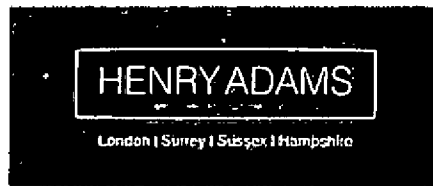
We trust you have sufficient information to enable the application to be validated, but should you require anything further, please do not hesitate to contact me.

Yours sincerely,

A black rectangular box redacting the signature of Dawn Appleton.

Dawn Appleton MRTPI
Senior Planner

A black rectangular box redacting contact information.



Agricultural | Commercial | Country Houses | Fine Art | Holiday Lets | Land | Lettings | New Homes | Planning | Professional | Residential Sales

Town Planning and Development Consultants

Arun District Council
Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex BN17 5LF

Our Ref: HAPL885.

04 July 2013

Dear Sir/Madam

Land adjacent to A27, Arundel Road, Aldingbourne

Please find enclosed an application for advertisement consent for the display of a directional advertisement at the above site on behalf of the Aldingbourne Trust.

The application has arisen following a complaint about the existing sign which has been on this same site for three years. The sign was temporarily removed at the request of the Local Planning Authority and adapted following discussions with officers. The new sign has been re-erected with the agreement of the Local Planning Authority whilst this application is determined.

As the Local Planning Authority will be aware, the Aldingbourne Trust is a registered charity which provides a range of services for people with learning disabilities. Adults with learning disabilities work as key members of the sustainable social enterprises which take place on the site. These include horticultural services, wood recycling, furniture restoration, rug washing and car washing. The charity relies on visitors accessing these facilities as well as the tea room, shop, woodland walk and open farm. In addition, there are on site conference facilities available for hire.

Whilst the Trust clearly has its regular supporters and visitors, it does rely on attracting visitors passing on the A27. The Trust has noticed a significant decline in visitor numbers since the sign was taken down and this has had an impact on the income to the charity. Furthermore, scheduled visitors have had trouble finding the site and have ended up in Aldingbourne itself or Earham. The Trust has had numerous calls from lost visitors and a number of people have even commented that they thought it had closed. The inability of visitors to find the site has significant implications for the work of the charity.

There are two 'brown' signs on the A27 directing visitors to the Britten Lane junction from the westbound carriageway but no signs indicating the junction from the eastbound side. The

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applicants have therefore, for the last three years, displayed a sign on a frame in the field adjoining the A27 on the eastbound side.



Previous Sign

Following the removal of this sign at the request of the LPA, the Trust has investigated a brown sign on the eastbound carriageway but the cost is prohibitive. The Trust therefore seeks consent for a sign in the same location as previous but has taken on board the comments of the LPA and is proposing a sign which is lower in height and purely directional. This new sign is the subject of this application for express consent.

The current regulations on the display of advertisements is contained in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and advice is contained in Circular 03/07. Under regulation 3, advertisements are subject to control only in the interests of "amenity" and "public safety". It is not considered that the sign harms highway safety being located adjacent to a straight stretch of the carriageway where there are no junctions or other distractions. It is of a size and in a location where it can easily be seen without drivers needing to slow down and the content is clear and concise providing only directional information.

The main issue in this case is therefore the impact on the amenities of the locality, particularly having regard to its location in the countryside. The sign has been reduced in height so that it is closer in height to the existing hedgerow and is seen in the context of this landscape feature. Furthermore, regard should be had to paragraph 153 of the Circular states that:

"Local planning authorities in scenically attractive rural areas frequently have to decide advertisement applications for "advance signs", to be sited off highway land, directing potential customers to local farm outlets or local tourist facilities, e.g. a hotel, restaurant, or inn, or bed and breakfast accommodation, or a craft workshop, situated well away from any main road. This type of advertisement application may conflict with authorities' policy

statements for the display of outdoor advertisements. Nevertheless, in dealing with applications for "advance signs", to be sited off highway land, for farm outlets or local tourist facilities, local planning authorities should bear in mind that effective sign posting is often a vital way of attracting potential customers to such facilities and thus benefiting the local economy in their area."

It is therefore submitted that the role the Country Centre plays in the local economy should be a material consideration in the determination of this application. Furthermore, that economic role sustains the social role of the charity in training and support of adults with learning disabilities. It is submitted that there are no public safety or amenity issues which outweigh these benefits.

It is therefore requested that express consent is granted for the retention of this advertisement.

Yours sincerely

