

COVER STATEMENT

ADVERTISEMENT CONSENT APPLICATION

1. Introduction

This Planning Statement has been prepared in support of an Advertisement Consent application for flags, signage and hoarding within Arun District Council for Lovell Partnerships Ltd development at Woodgate Centre, Woodgate Road, Woodgate, West Sussex.

2. Site Description and Context

The application site comprises a development site under construction under planning permission (AL/107/21/PL). The site benefits from frontage onto an adopted highway and the immediate context is characterized as a typical residential area with areas of recently completed new residential development within Woodgate where developments have utilized similar advertising materials.

3. Description of advertising

- 6 no. flags on freestanding poles
- 1 no. Non-illuminated Temporary Marketing Signage – Main Site Sign
- 2 no. Non-illuminated Temporary Marketing Signage – Welcome Sign
- 2 no. Non-illuminated Temporary Marketing Signage – Visitor Parking Signage
- Timber hoarding with graphics and branding
- Exterior Wall Signage with lighting

4. Planning Policy Context

National Planning Policy Framework paragraph 141 states:

"A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts"

Advertisements should be controlled only in the interests of amenity and public safety.

Arun District Local Plan (2018):

Relevant policies include:

- Policy D DM1: Design
- Policy D DM2: Character
- Policy T SP1: Transport and Accessibility

5. Assessment and Compliance

The proposals have been specifically designed in response to the characteristics of the site and its surroundings:

- The site occupies a prominent position with frontage to a publicly accessible road, where temporary marketing material is reasonably expected for a development of this nature.
- The proposed flags are positioned internally within the site boundary close to the main access, ensuring visibility for prospective visitors without encroaching on the public highway.
- The signage is located to be clearly legible from the site entrance and passing traffic, aiding wayfinding and reducing the likelihood of erratic driver behaviour.
- The hoarding provides a continuous, secure and visually consistent boundary treatment, replacing views into an active construction site with a tidy, managed frontage.
- The scale and height of all elements have been carefully selected to remain proportionate to the site context and surrounding built form.
- The temporary nature reflects the active construction and sales phase and will be removed once the development is complete.

The proposed colours provide a muted effect as using red, white and grey. Anyone driving past the site will benefit from glimpsed views, but it will not be adverse to the landscape or surrounding area - simply notifying of a development in construction.

The proposals are limited in scale, temporary, and typical of development sites. They preserve visual amenity and do not impact public safety, fully complying with national policy.

The proposals demonstrate a high standard of design through coordinated branding, consistent materials, and an orderly arrangement. The hoarding enhances the site's appearance, while flags and signage are proportionate and well-positioned.

The development respects the prevailing character of the area. Temporary signage and hoarding are common features of development sites and will not introduce permanent visual clutter or harm.

The siting of signage and flags avoids obstruction to visibility splays and traffic signage. The proposals support safe access and do not interfere with pedestrian or vehicular movement.

The signage comprises a height where no one would be in danger of walking into it, as well as this the muted colours assist in not distracting any passing drivers by. When drivers are frequenting Woodgate Road, this also will not cause any obscurity as a result of it being at the end of the road with no further access unless into the development site.

The signage is set far enough back from the entrance to not cause any issues with seeing oncoming traffic both for everyday cars and when in Lorries, trucks and other larger vehicles.

Impact on Visual Amenity:

The proposals are temporary and proportionate. The hoarding screens construction activity and presents a clean frontage.

Public Safety:

There is no harm to highway safety or pedestrian movement arising from the proposals.

Temporary Nature:

All elements will be removed following completion of the development.

6. Conclusion

On the basis of the above, the proposed advertisement will accord with Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 which require advertisements to be considered against public amenity and safety. Our proposed advertisement is in accordance with paragraph 141 of the National Planning Policy Framework following its guidelines to make sure the advertisement is appropriate having consideration to amenity, as well as making them safe for the public, considering cumulative impacts.

The proposals comply with the NPPF and relevant Arun Local Plan policies, are appropriate to the specific site context, and will not result in adverse impacts on amenity or safety.

7. Materials in Support

- 8m Flagpole Standard Detail
- LOVS005 Lovell Post Mounted Sign Rev A – Welcome Sign
- LOVS007 Lovell Post Mounted Sign Rev A – Main Site Sign
- LOVS008 Lovell Post Mounted Sign – Visitor Parking Sign
- General Arrangement - SALES AREA A1 SIZE
- Development Signage

Please note that the size and dimensions of the proposed advertisement is detailed within the relevant plan.

Within the development signage document, it details the standard template with setting of wording relevant to the sign to be applied in the same manner and form.