

D.J.Tuthill
11 Aldwick Place
Aldwick
Bognor Regis
West Sussex
PO21 4AD

Your Ref: OWPC3615
Our Ref: AW/215/14/A 28-07-2014
Please ask for:
Mr S Davis

2nd September 2014

Dear Sir/Madam

Town & Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

3No. internally illuminated fascia signs to front and west side elevations, 1No. externally illuminated fascia sign to east side elevation and 2No. externally illuminated projecting signs to front and east side elevations.

Ship Inn Aldwick Street Bognor Regis

Thank you for your internet representation made on 1st September 2014 which has been recorded as '**an objection**' with the comments as follows:

Planning Application AW/215/14/A

I wish to object to this application as follows:

At nearby Rose Green there is a large comprehensive shopping facility comprising both large and smaller independent retailers. Illuminated signage may be appropriate in that location. But Morrisons proposed signage is wholly inappropriate for the village location as regards the design, layout, and illumination.

The design and layout of signage is always a matter of subjective taste, but when it is intended to be illuminated other aspects should be considered.

At present none of the nearby shops have any illuminated signage at all, as befits a village setting. But the proposed signage, whether internally lit or by trough or spot lighting will dramatically alter the character and appearance of the area forever. Apart from the short summer season, during the rest of the year the ever-present moisture in the air from the sea will cause light halation and magnify the light emissions tenfold.

It is a given that the store will be brightly lit internally during opening hours and, as the plans show plenty of clear window areas, that will be sufficient to show that it is there and open for business.

The retention of the existing Ship signage is obviously both a marketing ploy, and an unsuccessful attempt by Morrisons to ingratiate itself with the local community.

I therefore request that no illuminated signage be permitted at this historic site and ask for the proposed plans be rejected.

Your views will be considered before the application is determined and I shall write to inform you of any decision made.

Please be aware that if the application is to be determined by the Council's Development Control committee and your letter has been received at a late stage after the Agenda has been published you will not receive a separate letter notifying you of the date of the meeting and procedures for public speaking. In such circumstances it is recommended that you track the progress of the application on the Council's website or telephone the Council for further information. Please be

advised that any comments you make that are not included within the Committee Agenda will be reported to the Members of the Development Control committee. Please also be aware that only a small number of all planning applications received go the Development Control Committee. Most are determined under delegated powers by Officers in which case your comments will again be considered before the application is determined.

Please be aware that Planning Services operate an 'open file' policy and will publish details of your comments on the internet on the Arun District Council Planning section. Please ensure that you only provide information that you are happy will be made available in this way. If you supply information belonging to a third party, please ensure you have their permission to do so. If you do not wish your comments to appear on the 'open file' please confirm this in writing and I will arrange for it to be destroyed although this means that its contents will then be disregarded.

In the event of a subsequent written representations appeal, against a refusal of planning permission on a householder application, any representations made on the application will be automatically forwarded to the Secretary of State. Unlike all other types of appeal, there will be no further opportunity to comment at the appeal stage.

Yours faithfully

Karl Roberts
Assistant Director Planning & Economic Regeneration