

Simeon Francis McKay Hopkins
20 Lodge Court
Aldwick
Bognor Regis
West Sussex
PO21 4XP

Your Ref: OWPC4944
Our Ref: AW/25/15/A 28-01-2015
Please ask for:
Mr S Davis

19th February 2015

Dear Sir/Madam

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

3 No. externally illuminated fascia signs, 2 No. non illuminated fascia signs & 2 No. non illuminated panel signs to various elevations (resubmission following AW/215/14/A).

The Ship Inn Aldwick Street Aldwick

Thank you for your internet representation made on 19th February 2015 which has been recorded as '**an objection**' with the comments as follows:

Arun District Council's Development Control Committee decided on 17th December, 2014, after full consideration of Morrison's original application (AW/215/14/A) that one illuminated hanging sign would be sufficient to inform one and all of the presence of their new store in Aldwick village. It will be clearly seen by every passing stranger, be he/she road user or pedestrian, as there is no other approach to the store except from the east or west along Aldwick Street.

Local residents are well aware of the location of this store which has been forced upon us against the will of the vast majority.

Additional signage (bar the handicapped sign) is totally superfluous, intrusive, inappropriate to a village setting in an Area of Special Interest, light polluting and plain vulgar.

No other business in Aldwick needs more than one sign. What is proposed is an historic building, stripped of its history and made to look like an industrial unit. Its dark jokey windows, filled with over-sized pictures of fruit and pizzas, (not pictures of old Aldwick, as promised) look soulless. The window promised for the new extension is a recessed featureless brick wall.

Just because mini markets tend to have too much signage is no reason to further destroy the quality of the lives of local residents by plastering inappropriate quantities of signage all over one building. The signage permitted should always be appropriate to the Special Interest location of the store.

To suggest that trough lighting will be less intrusive for those that live above the signs is a complete fabrication. The signs will be just as bright and will shine upwards into the dwellings of those living nearby.

The worst feature of this application that demonstrates the heartlessness of Morrisons is that they believe that commercial advantage should outweigh the quirky beauty of its neighbours living in ancient Whittaker's cottages. That epitomises vulgar behaviour and best of all demonstrates why this application should 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