

From: Martyn White
Sent: 25 March 2021 14:12
To: Zac Denton
Subject: A/25/21/A

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Land South of Water Lane Angmering

Erection of 5 No. non-illuminated Banner flags and 10 No. non-illuminated Totem signs

Whilst there are no heritage assets on the site, a map based assessment has identified that there are a number in close proximity to it, including:

- Angmering Conservation Area
- Avenals Farmhouse
- Weavers Cottage
- Cressingham Cottage and Barn or outbuilding to the South of Cressingham Cottage
- Malt Barn Cottage
- The Malthouse
- Pigeon House Farm

The Conservation Area covers the historic core of the village and consists of three different areas of townscape. The area of relevance to this application is The High Street, which is almost entirely residential in character and is wider than other roads with a significant gentle curve which invites exploration of the many attractive buildings which are distributed along the road. Building materials include flint and brick. Weavers Hill is a narrow road with a semi-rural character, partly established through a lack of paving and street lighting, along with the presence of various trees and shrubs.

The application includes a number of signs of differing sizes and designs utilising the logo and colours of the developer. Whilst such signs are normally associated with a development such as this, I am concerned with the size, location and number of some of them. The static banner flag stands at just under 5 metres high and will be in five locations close to the flint wall, whilst the 2 main totems are approximately 4 m high and approximately 1.6m wide.

The location and size of the majority of the signs would mean that they are clearly visible from the lane whilst also being seen in the context of some of the aforementioned heritage assets. It is considered that they would be out of character and would be harmful. It is suggested that an alternative approach is considered.

Conclusion

The proposal is such that the impact can be described as causing less than substantial harm in accordance with paragraph 196 of the NPPF (2019). As such, you will need to consider the public benefits that the development may achieve as part of your assessment of the application, along with the contents of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

Martyn White
Principal Conservation Officer,
Planning Services

