



Arun District Council
Arun Civic Centre
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West Sussex BN17 5LF
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20th December 2021

R & S Grimwood
3 Langmeads Close
Climping Street
Littlehampton
West Sussex
BN17 5RS

Case Officer: Mrs A Gardner
Telephone: 01903 737529
Email: Anita.Gardner@arun.gov.uk

Dear Sir/Madam,

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

Application No: CM/61/21/A
Site Address: Bairds Farm Shop, Garden Centre Crookthorn Lane Climping BN17 5SN
Description of works: Installation of 1 x externally illuminated fascia sign, 2 x non-illuminated fascia signs, 1 x internally illuminated menu drive through sign to south boundary, 2 x A boards and 2 x roadside flags.

Thank you for your internet representation made on 19th December 2021 which has been recorded as an objection with the comments as follows:

OWPC42721

We are writing to state our objection to this planning application. It is out of character and contrary to the design guide of the Clymping neighbourhood plan. Illuminated and non-illuminated signs plus flags are inappropriate, totally out of keeping with the area and will intrude on a rural area.

The site is adjacent to a grade II listed building, the owner of which has to comply with strict regulations regarding the exterior of her property and it is inappropriate to therefore grant laissez-faire changes to the look of the neighbouring establishment. Clymping residents were also given assurances when the land was sold less than 3 years ago (CM/30/18/PO) that:

Point 10. 'Visual impact will not be altered as the existing site and buildings as laid out are being used for the proposed use. This development will not intensify the site visits which in turn will not cause further congestion on the A259.'

The dark skies in this rural area are being destroyed, the illuminated signs will have a detrimental effect on wildlife.

The dementia care home will require signage which could lead to a proliferation of roadside signage which will confuse and distract drivers, possibly leading to accidents in the vicinity. As the applicants stated in their original application, they have a huge social media presence and are able to do advertising through this more modern, and less intrusive medium. The site entrance is already used by five businesses (dementia care home, Maidenhead Aquatics, The Arundel Gardener, The Bald Kitchen, Woodpecker campsite) possibly six (an appeal for a carwash is pending). If this kind of signage is approved for one business, it would be difficult to then refuse it to other establishments.

Your views as made above will be considered before the application is determined.

Please be aware that Planning Services operate an 'open file' policy and will publish your comments including your name and address on the website. Please make sure that you have only provided information that you are happy will be published in this way. If you have supplied information belonging to a third party, you must make sure you have their permission to do so. If you do not wish your comments to appear on the website or on the file you will need to confirm this by emailing to planning@arun.gov.uk and I will arrange for it to be destroyed although this means that the content will then be disregarded.

The majority of applications are determined under delegated powers by officers. Further information on the decision making process can be found on the website at :<https://www.arun.gov.uk/what-happens-next>.

Some applications will be determined by the Planning Committee, and I shall write and inform you of the date of the meeting and the procedures for public speaking if this is the case. However, if your representation has been received after the agenda for the meeting has been finalised and the notifications have been generated, you will not receive notification. In this case, you will need to track the progress of the application on the council's website <https://www.arun.gov.uk/planning-application-search>

Any comments that are received after the agenda has been finalised will be separately reported to the members of the Planning Committee.

Regardless of how the application is determined I will notify you of the decision.

In the event of a subsequent written representations appeal, against a refusal of advertisement consent 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 sincerely



Neil Crowther
Group Head of Planning

For details of how the Council will deal with your data please refer to our privacy notices on the website <https://www.arun.gov.uk/privacy-policy/>

If you have provided an email address, all correspondence including the decision notice will be sent by email. It is therefore important that you keep us informed if this changes during the course of this application.

To register to receive notification of planning applications in your area, please go to
<https://www1.arun.gov.uk/planning-application-finder>