



Ferring Parish Council
Ms Nadine Phibbs
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Your Ref: OWPC24675
Our Ref: FG/112/19/A
Please ask for:
Mr Z Denton

23rd October 2019

Dear Sir/Madam

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

1 x illuminated fascia, Louvers, 1 x illuminated totem, 1 x entrance feature, 1 x directional sign, 2 x post mounted parking signs
Garage Premises Littlehampton Road Ferring

Thank you for your internet comments made on 22nd October 2019 which has been recorded as **'an objection'** with the comments as follows:

Ferring Parish Council note that signage has already been erected without planning consent. This has clearly demonstrated that the level of illumination is excessive for the location. Should any such illumination ever be permitted, stricter controls on the intensity of light and the hours need to be made conditional. This site is at the base of Highdown Hill and adjacent to the South Downs National Park which requires particular sensitivity to be applied to over-development and light pollution. The South Downs National Park carries International Dark Skies status (one of only 13 in the world) and this status requires that peripheral areas support dark skies preservation in the core. This signage does not require to be illuminated as it and the premises are perfectly visible in close proximity to the highway.

In the interests of consistency, we would also draw Officers attention to the refusal in 2018 of a similar application on the opposite side of the road to the Yeomans Honda site by Asda for their PFS (FG/24/18/A).

The main totem sign and illuminated lettering on the fascia signage of the forecourt canopy were both REFUSED as the size and height of the totem sign to the site frontage and the illuminated fascia signs and potential hours of illumination would give rise to an unacceptable adverse impact on the visual amenities of the locality in conflict with policy GEN7(ii) of the Arun District Local Plan, the Supplementary Planning Guidance and the NPPF.

We submit that illumination is unnecessary, conflicts with the policies stated above and would be inconsistent with the decision determined in application FG/24/18/A.

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

A handwritten signature in black ink, appearing to be 'NC' followed by a stylized flourish and a period.

Neil Crowther
Group Head of Planning