



Dear Sirs,

Garage Premises Littlehampton Road Ferring BN12 6PB
Your Ref. FG/112/19/A
Our Ref. OWPC24675

We write further to Ferring Parish Council's consultation response and objection to the proposed advertising application for the above-referenced site.

To provide some background, this application (ref. FG/112/19/A) was submitted following the Local Authorities refusal to an earlier advertising application (ref. FG/82/19/A) on the 12th September 2019, for the single reason stated below.

"The proposed totem sign at the site frontage due to the means of illumination and potential hours of illumination would give rise to an unacceptable adverse impact on the visual amenities of the locality in conflict with the Supplementary Planning Guidance and the NPPF."

Implicit within the decision notice wording, the Local Authority did not object to the principle of illumination to the totem, but rather the means and potential hours of illumination. The applicant has sought to overcome the previous reservations in respect of illumination, by altering the means of illumination from internally lit to externally lit in order to significantly reduce the adverse impact the sign will have on the visual amenity of the locality.

With regards to the proposed fascia signage, please note the Parish Council previously objected to the illuminated lettering on the fascia signage. The Case Officer concluded within the 'Officers Report' that "the majority of the signage proposed under this application for consent are set deep within the site for information/directional purposes, and are of a scale that is not considered to have any significantly harmful impact upon amenity of the site, or its locality. The siting of the fascia signage prevents any detrimentally harmful impact upon the locality due to it being set deep within the site itself."

The new application does not vary the fascia signage submitted with the previous application, which was deemed acceptable by the Case Officer. The signage is functional and required to ensure the efficient and safe running of the site.

In light of the above, we trust the Local Authority will consider for proposed advertising application to be acceptable. The applicant looks forward to receiving an agreeable resolution within the determination period.

Yours Sincerely,

Chris Mclean