



Arun District Council  
Arun Civic Centre  
Maltravers Road  
Littlehampton  
West Sussex BN17 5LF  
Planning & Building Control General Enquiries  
Tel: (01903) 737756 Fax: (01903) 730442  
Dx: 57406 Littlehampton  
Minicom: 01903 732765  
e-mail: [planning@arun.gov.uk](mailto:planning@arun.gov.uk)  
website: [www.arun.gov.uk/planning](http://www.arun.gov.uk/planning)

29th July 2021

Ferring Conservation Group  
17 West Drive  
Ferring  
WORTHING  
BN12 5QZ

**Case Officer:** Kathryn Welch  
**Telephone:** 01903 737789  
**Email:** [kathryn.welch@arun.gov.uk](mailto:kathryn.welch@arun.gov.uk)

Dear Sir/Madam,

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

Application No: FG/120/21/A  
Site Address: Yeomans Peugeot Littlehampton Road Ferring BN12 6PB  
Description of works: Installation of 2 x internally illuminated fascia signs and 1 x internally illuminated pylon sign

Thank you for your internet representation made on 25th July 2021 which has been recorded as an objection with the comments as follows:

OWPC38774

Ferring conservation Group objects to this application for replacement advertising signage. The forecourt of these showrooms are already very much cluttered with prominent signage and we question whether both existing totem signs have appropriate permission.

The illumination is to be 'static' which presumably means continuous, and this is an intrusion against the residential character of this area, and the foreground of Highdown. The proposed replacement sign for Peugeot, with its huge lettering, would be even more intrusive than the existing one. - Ed Miller (Secretary, Ferring Conservation Group)

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](mailto: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/planning-decision-process>.

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/weekly-lists>

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 [www.arun.gov.uk/planning-privacy-statements](http://www.arun.gov.uk/planning-privacy-statements)

**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://www.arun.gov.uk/planning> and click into Local Planning Application Finder.**