

geoff mines
21 Elverlands Close
Ferring
bn12 5pl

Your Ref: OWPC24019
Our Ref: FG/82/19/A 18-07-2019
Please ask for:
Zac Denton

13th August 2019

Dear Sir/Madam

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

Advertisement Consent for 2no. Internally illuminated Fascia Signs, 7no. Ali Panels, 8no. Wall Mounted Signs, 3no. Banner Frames, 4no. Pole Mounted Signs and 1no. Internally Luminated Totem Sign.

Yeomans Honda Worthing Littlehampton Road Ferring Worthing

Thank you for your internet representation made on 12th August 2019 which has been recorded as '**an objection**' with the comments as follows:

I object to this application to install a multitude of advertising signs. There can be no doubt that a site filled with cars adjacent to the carriageway acts as a showroom for certain models of cars and a simple sign for Peugeot and Honda should be sufficient in my view. The large number of signs which are proposed for the site constitute overdevelopment and are going to cause further distraction for drivers along an increasingly busy highway. This overdevelopment has already caused a considerable increase in car transporter delivery vehicles parking either on the pavement or more often in the inside lane of the dual carriageway - certainly increasing the risk of a serious accident!

Another significant point to consider is that this commercial site has been allowed to expand over the last few years and it has become so obtrusive in the landscape that the view from and to Highdown and the National Park has been eroded which has proved very detrimental to both residents and visitors to the area. This northern stretch of the A259 has been allowed to be developed and changed substantially from its original objectives and character. Quoting from Arun's Local Plan for Settlement Structure, Green Infrastructure and Landscape:- "The Council has a duty to consider the impact of development upon the South Downs National Park as well as views into and out of it". "A development that generates noise, light and dust could also impact upon the setting of the national park by altering the experience of the park's setting".

Unfortunately it is not possible for the council to respond to each representation individually but your views will be considered before the application is determined and I shall write to inform you of any decision made.

If the application is to be determined at the Development Control Committee and your letter has been received after the agenda has been published, you will not receive a separate letter notifying you of the date of the meeting and the procedures for public speaking. In such circumstances, it is recommended that you track the progress of the application on the website or telephone for further information. Please be advised that any comments received after the the Development Control Agenda has been produced will be reported to the meeting. Please also note that only a small number of all planning applications are determined at the Development Control Committee, most are determined by officers under delegated power.

All representations are published on our website so please make sure your views are clear and only include information that you are happy for the public to view. Do not include personal information or information from third parties unless you have their permission to do so. If a complaint is received that permission has not been given for comments included about a third party, the Council reserves

the right to redact/remove all relevant information. Do not include information that is defamatory or breaches equality or other legislation. If you do not wish your comments to appear on the website and on the file, please confirm this in writing and I will arrange for it to be destroyed, although this does mean that its contents will be disregarded. For details of what we do with your personal information please refer to our privacy statement comments on planning applications which is available on our website www.arun.gov.uk/planning-privacy-statements.

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

Neil Crowther
Group Head of Planning