

VAL Benians
3 Langbury Close
Ferring
BN12 6QF

Your Ref: OWPC24060
Our Ref: FG/82/19/A 18-07-2019
Please ask for:
Zac Denton

19th 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 16th August 2019 which has been recorded as '**an objection**' with the comments as follows:

I object most strongly to the proposed Honda Garage application for advertising signage. For the following reasons:

1 The quantity of signs requested is out of all proportion to the size of the site and appears to be in addition to existing Peugeot signage on the same site.

2 The site is adjacent to the A259 and quite clearly a car showroom and repair centre so completely unnecessary for so many signs.

3 Being sited close to traffic lights, extra signage will provide a distraction for motorists.

4 The site is on the edge of The South Downs National Park which is designated a Dark Skies Area. Illuminated signs are therefore an intrusion both for this reason and for local residents.

5 There is supposedly a designated parking area for the site adjacent to Hangleton Lane and yet it would seem most traffic is expected to enter directly from the A259. Currently massive car transporter vehicles regularly park on the A259 and unload, blocking the highway and footpath causing huge disruption to all traffic. In addition it was deemed far too dangerous for the No 9 bus to stop on this road almost next to the site leaving local residents with a very very long walk. To date there seems to be no mention of reinstatement of bus stops along this stretch of road in the foreseeable future and yet Honda and Peugeot seem to be able to carry on creating hazardous road conditions unimpeded.

6 I note that Chandlers car showroom further west which is also adjacent to the A259 has only 2 large but fairly discreet signs at the front of their site which perfectly complement their business.

They have worked out 'less is more'.

7 Most importantly, Arun Council has stated in the 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.'

As a resident who has taken part in electing local councillors I trust in their ability to honour their commitments as stated above.

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