



Ferring Parish Council
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Your Ref: OWPC24093
Our Ref: FG/82/19/A
Please ask for:
Mr Z Denton

21st 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 comments made on 20th August 2019 which has been recorded as **'an objection'** with the comments as follows:

Ferring Parish Council objects to the plethora of signs proposed in this application. This site is located adjacent to the strategic gap between settlements of Ferring and Kingston /East Preston, Highdown Hill (National Trust) and the South Downs National Park which requires that particular sensitivity should 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.

Particular concerns are raised with the extent of illuminated signage on the frontage of the building and the internally illuminated totem on the edge of the highway. The proposed totem is unnecessarily high and overbearing and is made superfluous by the entrance feature sign proposed, which is itself over 2.4 metres high. Encumbering the frontage with two large feature signs constitutes overdevelopment, is further damaging to the street scene and distracting to drivers at a point where there is a junction with a side road, controlled pedestrian and equine crossing points and a controlled bus lane filter.

Arun DC policy AMENITY 3.2 PPG19 states that when assessing an advertisement's impact on 'amenity', the Council should have regard to "its effect on the appearance of the building or on visual amenity in the immediate neighbourhood where it is to be displayed." (paragraph 11).

3.3 Consideration will be given as to whether an advertisement will result in a proliferation of advertisements in an area. The Council will seek to avoid advertising creating or contributing to visual clutter in an area.

The above 2003 policies remain valid (and increasingly important) in Policy GEN33 Any development in this semi-rural location must be sympathetic to the area and its impact on the views to and from the National Park, including the impact of light pollution on the dark skies over the Downs. Such a large-scale dealership on the dual carriageway is clearly evident without such large, illuminated signs.

During operating times, the premises will be lit if necessary so there should be no need for any external illuminated signage. We would also urge conditions to control the light generated on the site, especially at night, and refuse the use of illuminated advertising

signage both during and outside operating hours.

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 flourish.

Neil Crowther
Group Head of Planning