

[REDACTED]

From: Chris Mclean <[REDACTED]>
Sent: 05 November 2019 16:07
To: Zac Denton <Zac.Denton@arun.gov.uk>; Planning.Responses <Planning.Responses@arun.gov.uk>
Cc: Steve Kemp <[REDACTED]>
Subject: RE: Planning Decision on FG/82/19/A : Yeomans Honda Worthing

Good afternoon Zac,

With reference to your letter attached, please now find attached our response letter on behalf of our client.

Many thanks

Best regards
Chris

Chris Mclean | Assistant Project Manager

[REDACTED]



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Registered details - Merson Signs Ltd, 1 Law Place, East Kilbride, Glasgow, G74 4QQ. Reg No Scotland 20547.



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



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BN12 5RN

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Your Ref: OWPC24675
Our Ref: FG/112/19/A
Please ask for:
Mr Z Denton

23rd October 2019

Dear Sir/Madam

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

1 x illuminated fascia, Louvers, 1 x illuminated totem, 1 x entrance feature, 1 x directional sign, 2 x post mounted parking signs
Garage Premises Littlehampton Road Ferring

Thank you for your internet comments made on 22nd October 2019 which has been recorded as **'an objection'** with the comments as follows:

Ferring Parish Council note that signage has already been erected without planning consent. This has clearly demonstrated that the level of illumination is excessive for the location. Should any such illumination ever be permitted, stricter controls on the intensity of light and the hours need to be made conditional. This site is at the base of Highdown Hill and adjacent to the South Downs National Park which requires particular sensitivity to 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. This signage does not require to be illuminated as it and the premises are perfectly visible in close proximity to the highway.

In the interests of consistency, we would also draw Officers attention to the refusal in 2018 of a similar application on the opposite side of the road to the Yeomans Honda site by Asda for their PFS (FG/24/18/A).

The main totem sign and illuminated lettering on the fascia signage of the forecourt canopy were both REFUSED as the size and height of the totem sign to the site frontage and the illuminated fascia signs and potential hours of illumination would give rise to an unacceptable adverse impact on the visual amenities of the locality in conflict with policy GEN7(ii) of the Arun District Local Plan, the Supplementary Planning Guidance and the NPPF.

We submit that illumination is unnecessary, conflicts with the policies stated above and would be inconsistent with the decision determined in application FG/24/18/A.

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



Neil Crowther
Group Head of Planning