

Arun District Council
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Thames Valley
5th Floor,
Thames Tower,
Station Road,
Reading, RG1 1LX,

nexusplanning.co.uk

15th January 2020

Our Ref: 34072

Dear Sir/ Madam

Northwood House, Burndell Road, Yapton – application for direction sign board

On behalf of our client Bovis Homes ("the Applicant") we write to submit an application for express consent to display an advertisement at the above site.

This application for advertisement consents involves a direction sign board to Yapton View. The description of development is as follows:

'Application for the installation of a direction sign board' ("the Proposed Development")

at

Northcote House, Burndell Road ("the Site")

Contents of the application

The documents submitted for approval are as follows:

- Application forms;
- Site Location Plan (drwg no. YAPT-SIGN-001); and
- Yapton sign cap height.

The sign is an ACM stack sign, to be in place for two years (until January 2022) when the development is anticipated to be completed.

London

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Manchester

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Policy Consideration

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that for application for express advertisement consent, the local planning authority shall consider:

- impact upon amenity;
- impact upon public safety; and
- the provisions of the development plan, so far as they are material.

Paragraph 132 of the National Planning Policy Framework (NPPF) (2019) states that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Impact upon Amenity

The proposed signage has been designed to a high standard as to minimise any impact on the surrounding residential area. The signage will only be in situ for a temporary period during the construction works.

Impact on Public Safety

The signage will not impede upon the safe passage of persons along roads and paths adjacent to the site on Burndell Road. The signage does not have any illumination and the images / writing included on it do not cause a distraction to highway users.

Given the above, the proposed hoarding is considered to comply with all relevant policies and legislation.

The planning application is being submitted through the Planning Portal along with a BACS payment of £462.

We look forward to receiving confirmation of receipt of the application and trust you have everything you require to validate the application in due course.

Yours sincerely



Kathryn Block
Planner