

Quentin Houldey
41 Pearson Road

ARUNDEL
WEST SUSSEX
BN18 9HP

Your Ref: OWPC22562

Our Ref: LY/8/19/A

16-04-2019

Please ask for:
Mrs A Gardner

3rd May 2019

Dear Sir/Madam

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

Retrospective application for advert 1 - lettering on north side of building, advert 2 - lettering on west side of building, advert 3 - 2 no company logos on west side of building. All non-illuminated

The Brewhouse Project (Former Crossbush Farm Shop) Lyminster Road Lyminster

Thank you for your internet representation made on 2nd May 2019 which has been recorded as '**support**' with the comments as follows:

I am writing in support of the Brewhouse Project and their retrospective advertisement application.

As a local resident I commute along the A27 and Crossbush, travelling at various times of the day. The A27 WB approaching the Crossbush roundabout is dual carriageway with a posted speed limit of 40mph, the junction is controlled by automated traffic signals.

The Brewhouse site comes into view about 50m from the ATS and is perpendicular to a motorists view when travelling West along the A27. This view is restricted by the gradient of the road / embankment, while natural foliage and vegetation further restricts this view. Owing to the road furniture and layout of the road ahead a drivers attention is naturally drawn forward, further reducing the chances of a driver being distracted by the North elevation. Although the limit is posted to 40mph, owing to the build up of traffic being reduced to one lane, the actual speed of vehicles through the junction is probably far less.

When travelling South through the roundabout onto the A284 SB the Brewhouse is visible but this view is reduced by the green colour which blends with the vegetation. The SB junction is controlled by ATS, the Brewhouse is positioned behind the nearside ATS on the roundabout, as such a drivers attention is not drawn away from the ATS. As the driver moves from the ATS onto the A284 the Brewhouse is behind their line of sight.

The Brewhouse is more visible from the A284 as it is closer to the side of the road, although the view is still partially obscured by seasonal vegetation. This is directly opposite the entrance to Crossbush Service Station where there is a large multi coloured & multi business sign, this sign is illuminated and far more alluring for a drivers attention.

Based on the service station sign being a multi business sign there is far more information for a driver to process, holding their attention for longer to allow them to take this information on board. In comparison the advertising on the West elevation of the Brewhouse is more simplistic and to the point, it is simply the name of the joint enterprise and the individual company logos. This means that a driver would spend less time processing the information. .

This principle can also be said for the size of the advertising, a decrease in size of the advertising would increase the time a road user would need to look at the site as they may not be able to fully read the advertising when it comes into view. In comparison you just

need to drive down Shripney Road in Bognor, that is a dual carriageway with a 40mph limit and a far busier footfall along it. All along the road are a multitude of advertisements serving as distractions for drivers, all designed to direct and promote the surrounding commercial sites.

The Brewhouse Project is a local initiative between two family businesses, both companies grew their customer base at a time when many businesses are struggling. They have done this through cracking customer service and a solid product which values quality above all. I believe that rejection of this application will have a detrimental financial impact on two companies who have made a multitude of personal sacrifices to reach where they are today.

These companies provide employment for local residents and the profits are returned to the county and immediate area. I truly hope the council will recognise these important factors and support them. That site has been empty for many years, with a number of failed ventures in its history. The area needs a bright and vibrant business such as the Brewhouse, without it the site is just destined to be desolate & forgotten. Or, heaven forbid, another faceless commercial magnate with no character or soul.

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