

Arun District Council

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Littlehampton
BN17 5LF

Thames Valley

5th Floor,
Thames Tower,
Station Road,
Reading, RG1 1LX,

nexusplanning.co.uk

4th November 2019

Our Ref: 34072

PP ref: PP-08250272

Dear Sir/ Madam

Yapton View, Burndell Road – retrospective application for thirteen advertisement boards and thirty-two flags

On behalf of our client Bovis Homes ("the Applicant") we write to submit a retrospective application for express consent to display thirteen advertisements and thirty-two flags at Yapton View, Burndell Road.

This application for advertisement consent involves one main totem v-board (Item A); two medium totem boards (Items B and C); two fence panels (Items D and E); one wall panel (Item F); three small totem boards (Items G, H and I); ACM cut letters (Item J); one eco-flex sign (Item K); one foamex banner (Item L); 32 flags (Items M); and a plot board and stickers (Items O).

The description of development is as follows:

'Retrospective application for the installation of twelve advertisements'

Contents of the application

The documents submitted for approval are as follows:

- Application forms;
- Signage dimensions;
- Signage measurements;
- Sales signage (YAPT-SS-001)

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Item A is mounted on aluminium poles; Items D, E and F are mounted within silver anodised clip frames; Item J is mounted to buckets and locaters; and Items M are mounted on white flagpoles. The signs and flags have started to be installed from week commencing 14th October 2019, to be in place for two years (until June 2021) when the development is anticipated to be completed.

Policy Consideration

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that for applications 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.

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 is set back from Burndell Road and will therefore not impede upon the safe passage of persons along roads and paths. The signage is not illuminated but has uplighters on the ground.

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

pp. 

Kathryn Block
Planner