



Arun District Council
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17th November 2020

Yapton Parish Council,
Mr Andrew Gardiner, Clerk of the Council
38 Ruskin Avenue
North Bersted
Bognor Regis
PO21 5BW

Case Officer: Amber Willard
Telephone: 01903 737500 x37445
Email: amber.willard@arun.gov.uk

Dear Sir/Madam,

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

Application No: Y/107/20/A
Site Address: Land to the south of Ford Lane /East of North End Road Yapton BN18 0DS
Description of works: Various non illuminated advertisements.

Thank you for your internet representation made on 13th November 2020 which has been recorded as an objection with the comments as follows:

OWPC31360

YPC has fully considered the above planning application and would like to express its strong objection the excessive proposed use of 7 marketing flags in and around the temporary customer parking area.

YPC recognise the need for any company to market its product but believe this excessive use of flags to be inappropriate for such a rural location especially Ford Lane, an unclassified road. It should be noted that the noise generated by these flags will have a negative impact on nearby property.

YPC accept the need for a V boards but would prefer smaller more appropriately sized boards than that proposed/in situ. A smaller board would be more in keeping with this rural location and less obtrusive as well as being less distracting to passing motorists.

YPC would ask that the applicant re-submit a more sympathetic proposal omitting flags.

Your views as made above will be considered before the application is determined.

Please be aware that Planning Services operate an 'open file' policy and will publish your comments on the website. Please make sure that you have only provided information that you are happy will be published in this way. If you have supplied information belonging to a third party, you must make sure you have their permission to do so. If you do not wish your comments to appear on the website or on the file you will need to confirm this by emailing to planning@arun.gov.uk and I will arrange for it to be destroyed although this means that the content will then be disregarded.

The majority of applications are determined under delegated powers by officers. Further information on the decision making process can be found on the website at :<https://www.arun.gov.uk/planning-decision-process>.

Some applications will be determined by the Development Control Committee, and I shall write and inform you of the date of the meeting and the procedures for public speaking if this is the case. However, if your representation has been received after the agenda for the meeting has been finalised and the notifications have been generated, you will not receive notification. In this case, you will need to track the progress of the application on the council's website <https://www.arun.gov.uk/weekly-lists>

Any comments that are received after the agenda has been finalised will be separately reported to the members of the Development Control Committee.

Regardless of how the application is determined I will notify you of the decision.

In the event of a subsequent written representations appeal, against a refusal of advertisement consent 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 sincerely



Neil Crowther
Group Head of Planning

For details of how the Council will deal with your data please refer to our privacy notices on the website www.arun.gov.uk/planning-privacy-statements

If you have provided an email address, all correspondence including the decision notice will be sent by email. It is therefore important that you keep us informed if this changes during the course of this application.