

From: Amanda Scholes on behalf of Planning.Responses
Sent: 03 November 2021 08:39
To: Planning Scanning
Subject: FW: Y/142/21/A

AMANDA SCHOLES
PLANNING RECEPTIONIST



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From: Martyn White
Sent: 01 November 2021 16:55
To: Planning.Responses; Simon Davis
Subject: Y/142/21/A

Y/142/21/A

Land East of Drove Lane Yapton BN18 0EB

Various advertisements in various locations

My own desk-based assessment has identified the following heritage assets:

Listed Buildings

Whilst there are no listed buildings within the allocation site, there are a number of Grade II Listed Buildings within the surrounding area. Of particular note are:

- Bonham's Farmhouse
- Bonham's Barn
- The Old Malthouse
- Yapton Evangelical Free Church and School
- The Old Canal Bridge on Footpath 157

Conservation Area:

A small part of the allocation site is located within the Yapton Main Road Conservation Area. The village was developed along this principal route and, together with Church Road and North End Road, there is a variety in the age and style of buildings.

Whilst boundary walling (mainly in flint) and mature landscaping enhance the street scenes, there are stretches of estate style fencing in the western part of the conservation area and part of the site. Bonham's Farmhouse and Barn, together with the field opposite are attractive and important features at the entrance to the village from the west. Also, of historic importance to the growth of the village, a remnant of the former Chichester and Arundel Canal, together with the canal bridge survives.

Canal

The line of the 19th Century canal is located within the northern part of the site. It forms an important reminder of the historical development of the area and is a non-designated heritage asset. The remnants of the Portsmouth and Arundel Canal are important early 19th Century historic features in the landscape of the coastal plain and are considered to warrant protection. I have also been made aware that to the side of Drove lane is also the remains of a former canal bridge structure. Such a feature of interest and it should be preserved as part of the proposed works.

Drove Lane

Drove Lane which forms the western boundary for the site is reputedly part of an ancient drover's route linking Felpham and the Weald. Its historic use informs its significance.

The Proposal

The proposal is for various advertisements in various locations within the proposed development site. The application includes a number of signs of differing sizes and appearances utilising the logo and colours of the developer. The majority of them are located around, or on, the sales cabin which is itself located mostly behind an existing mature hedgerow. This leaves five signs at the main entrance to the scheme which consist of four static banner flag stands and one main sign totem.

Whilst such signs are normally associated with a development such as this, there is some concern with the size of those closest to the conservation area. For instance, the static banner flag stands at just under 5 metres high and will be in four locations, all clearly visible from the conservation area/listed buildings. whilst the main totem would be approximately 4 m high and 1.5m wide. However, the lack of other signs at the entrance, along with some attempt at planting will mean that the impact of the signage will be somewhat reduced. Further, it is assumed that the signage is only to be present for a temporary period of time, which could be agreed as part of this application.

Having visited another site by the same developer it appeared that the static banner flag poles there had a 'wood effect'. This seemed to be more appropriate for that location (which adjoins a conservation area) and could be an improvement over the white metal poles which are proposed as part of this application. Would it be possible for the applicant to consider this alternative design/material? if so the impact of the signage would be reduced.

Conclusion

Subject to the comments regarding the design of the flag poles and the temporary nature of the proposal, I am of the opinion that it will have a neutral impact upon the setting of the heritage

assets, and therefore not harm their significance. As a consequence, the application should be determined in accordance with the relevant policies within the Development Plan, along with these comments

You will also need to take into account the contents of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

Martyn White
Principal Conservation Officer,
Planning Services



Please note: I work on Conservation for half of the working week (all day Monday and Friday and Tuesday Afternoons)

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