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Sent: 19 April 2021 09:45
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Cc: Simon Davis <Simon.Davis@arun.gov.uk>
Subject: Y/31/21/PL

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Land East of Drove Lane Yapton BN18 0EB

Temporary sales cabin & associated landscaping. This application may affect the setting of listed buildings

The sales cabin is a fairly simple structure with glazing on the principal elevation and decorative panels on the remaining. It would appear that it is of a standard design used by the company. The plans indicate that it would be located adjoining the new point of access for the development and alongside Main Road.

The proposed site plan indicates that the location of the temporary cabin is in an area that had previously been proposed to be landscaped and retained as part of the open space for the development. The refused reserved matters application indicated that the area covered by this application would be covered by existing/proposed vegetation. However, it would appear that the current application would require the existing to be removed.

The location would be clearly visible from Main Road along with the conservation area and other heritage assets. Whilst a scheme of landscaping has also been provided, which could help to soften its impact, it would have to be implemented as mature planting in order for it to have any significant positive impact.

I note that the application description identifies that the sales cabin and associated signage will only be in their proposed location for a temporary period of time. Whilst it is acknowledged that the structure is temporary which could help to ensure that its impact is time limited, this would require it to be present for the shortest time period required. However, at present, it is not clear from the Design and Access Statement what sort of time scale is proposed. I am also aware that only outline consent has been granted for the site with no current or approved reserved matters application. Therefore, the unit and signage could be present for some considerable time whilst the reserved development details are approved, and the sales houses constructed.

The application includes a number of signs of differing sizes and appearances utilising the logo and colours of the developer. Whilst such signs are normally associated with a development such as this, I am concerned with the size and number of some of them. For instance, the static banner flag stands at just under 5 metres high and will be in five locations, all clearly visible from the

conservation area/listed buildings. Further, there will also be a main totem which would be approximately 4 m high and 1.5m wide. These will be supplemented by a number of other smaller signs.

Conclusion

The proposal is such that the impact can be described as causing less than substantial harm in accordance with paragraph 196 of the NPPF (2019). As such, you will also need to consider the public benefits that the development may achieve as part of your assessment of the application, along with the contents of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

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

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