



Arun District Council

1 Maltravers Road
Littlehampton
BN17 5LF

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

nexusplanning.co.uk

16th August 2019

Our Ref: 34072

Your ref: PP-07904146

Dear Sir/ Madam

Yapton View, Burndell Road, Yapton – retrospective application for entrance sign board

On behalf of our client Bovis Homes ("the Applicant") we write to submit a retrospective application for express consent to display an advertisement at the above site.

This application for advertisement consents involves an entrance sign board. The description of development is as follows:

'Retrospective application for the installation of an entrance sign board' ("the Proposed Development")

at

Yapton view, Burndell Road ("the Site")

Contents of the application

The documents submitted for approval are as follows:

- Application forms;
- Site Location Plan (drwg no. 18-1065-001-1st); and
- Yapton sign cap height.

London

Birmingham

Manchester

Thames Valley

The sign is an ACM panel and has already been installed as of 13th May, 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 application 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.

Paragraph 132 of the National Planning Policy Framework (NPPF) (2019) states that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

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 will not impede upon the safe passage of persons along roads and paths adjacent to the site on Burndell Road. The signage does not have any illumination and the images / writing included on it do not cause a distraction to highway users.

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,



