



Arun District Council
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22nd September 2020

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

Case Officer: Finlay Gardner
Telephone: 01903 737915
Email: finlay.gardner@arun.gov.uk

Dear Sir/Madam,

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

Application No: Y/76/20/A
Site Address: Land to the South of Ford Lane and East of North End Road Yapton
Description of works: Construction of 9 No. flags and 2 No. mounted stack advertisement boards to eastern side of North End Road.

Thank you for your internet representation made on 21st September 2020 which has been recorded as an objection with the comments as follows:

OWPC29742

YPC has fully considered the above application and whilst fully appreciating the commercial need to market and enhance a development believe that the proposed level of advertising material to be excessive. YPC have great concerns that the number of flags will simply constitute unnecessary cluttering of the streetscape and detract from the site's rural setting. YPC would therefore request that the number of flags be reduced to a more sympathetic number which will still make the public aware of the new housing scheme but not detract from the rural setting.

YPC strongly object to the use of 9 marketing flags especially where the applicant will also have 2 substantial advertisement signs. However, YPC would be prepared to reconsider its position should the number of flags be reduced to 2.

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.