

Customer Details

Name:	Mr David Langley
Email:	
Address:	97 Warren Road Worthing West Sussex

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Planning Application
Reasons for comment:	- Design - Loss of General Amenity - Other
Comments:	I object to the application to retain "temporary" boards on fence fronting Warren Road. The following is an extract from my previous email to WBC planning office regarding the development of Merriman grange..... "We have no particular objection to the large (5 x 1.5 meter) billboards on the boundary fence provided these are only to be displayed for an agreed limited time period during the initial opening phase of the care home." That seemed to be reasonable position, given that I live directly opposite the care home. The signage was initially installed without planning permission & the planning department's granting of retrospective permission seemed a fair compromise at that time. The benefits of advertising on a busy trunk road are obvious in terms of marketing & free publicity. But large adverting hoardings detract from the road & are intrusive when you live in their vicinity. Warren road is and always has been a residential road. I have seen the message on the signage change since installation from...

"OPENING SOON", to "NOW OPEN", to "VISIT US TODAY".

A year on, the signage has served its purpose. An application to extend is a cynical attempt to achieve ongoing marketing publicity. I emphasise once again, this is and always has been a residential area. Large multiple advertising boards might be appropriate in a business park or an industrial estate. But not on a residential road.

If the planning department extends this permission for a further year, it defeats the purpose of the imposition of a time limit in the first instance & encourages future extensions.

I ask the planning department, please stick with your original reasonable and considered decision. Do not grant a further extension.
