The Old Forge
2 Mill Road
LANCING
West Sussex
BN15 0PT

Ref ADC/0441/10. 43 Manor Road. Lancing. BN15 0EY

We are totally opposed to the new sign board which has been erected, with or without planning permission, for the following reasons

ADUR D.C.
CHIEF EXECUTIVE
DEPARTMENT
- 1 DEC 2010

It is ugly
Out of character in this conservation area.
It debases what is essentially a fine old building.
Causes unnecessary light pollution, particularly during the night.
It may also be a vehicle safety hazard, particularly on a double and partly blind bend.
Attracting a driver's attention to what is being advertised is a danger in itself, even without the sign being on a tight blind bend and junction.

With so many other signs in existence it is starting to resemble a `road house` again totally out of keeping in this area.
We sincerely hope commonsense, and integrity will prevail, and a decision to have this eyesore removed be taken.
From an ecological point of view it is very wasteful to have this, or any other signage, illuminated from dusk to dawn. Surely even our own 'Green thinking' council cannot condone this light pollution and total waste of power during the night. The lighting on this building is bad enough during opening hours, let alone all night. (We do not accept the previous Managers statement that they could not trace the individual lighting circuit for external lighting and hence could not put a separate time clock on them!) All external lighting on these premises should be turned off after opening hours, except obviously for any sensor security lighting.

With regard to the present lit sign, we would welcome a visit from the planning officer and committee after dark to witness the glare of this sign in our bedroom windows. We no longer have to use our own lights during the night. Although this might save us electricity, this light pollution at all other times is unnecessary and we should not have to suffer it. First it was an illuminated name sign, which in itself was nowhere near as appropriate as the original UNLIT sign. Now a double illuminated advertising board. Where is all this going to end!

Rita & David Buckland