

I have completed the application form and would like to attach a supplementary statement together with the photographs.

My thoughts

1. The signboard was erected in response to “Work from Home” directive issued at the start of Covid 19 and the subsequent lockdown rules.  
“If you can work from home please do so”.
2. The sign has allowed for infrequent clients to locate and visit my home.
3. The sign has proved popular with attracting new enquiries and leads to new business in the local area of my home. This has helped to sustain the business workload through the very turbulent times of Covid.
4. Hall Lane is very busy, 40mph speed limit road, I chose a signboard size commensurate to the recommendations by the RIBA (Royal institute of British architects) signboards similar to the ones used on our project’s sites where all consultants would use a similar signboard to confirm/advertise their involvement with a particular project.
5. I believe one objection (from a neighbour) may be considered insignificant in relation to no other objections from nearly a hundred properties located within a ¼ mile each way of our address along Hall Lane and approximately a couple of hundred thousand people passing the sign every week by car or by foot.
6. I have reviewed the National Planning Policy Guidance and this clarifies that “advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”
7. The sign is of a modest but legible scale and assists clients in locating my home from the main road thus reducing the potential for breaking late and/or turning sharply and subsequently results in an improvement to public safety for other people using the public highway.
8. The size of the sign if reduced to the permitted development allowance of 0.3 square metres or 1000 x 300mm would be very difficult for persons travelling at up to 40 mph to read the signage and could subsequently result in parties slowing down and/or driving erratically; this is evidently not the case with the current signage given that there is no record of crashes in the vicinity of the sign since it was erected at the start of Covid 19 (see: <https://www.crashmap.co.uk/Search>).
9. The understated colour scheme, appropriate scale and siting of the sign will not result in cumulative adverse impacts and the signage provides a good locational devise to my home business address and great advertising potential for my services to the local area which has led to many local members of the local community using our long-standing architectural practice.

I trust the above concise review enables the Council to approve the signage given the economic and community benefits that have ensued since the sign has been erected.

Kind regards



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