

Your ref:
Our ref: PP- 09455021
DD: 07798 872452
E: Harriet.wooler@bidwells.co.uk
Date: 23/02/21

Ms Penny Mills
Principal Planning Officer
West Suffolk Council
West Suffolk House
Western Way
Bury St Edmunds
IP33 3YU

Dear Penny,

APPLICATION FOR ADVERTISEMENT CONSENT AT GREAT WILSEY PARK, LITTLE WRATTING

I write on behalf of my client, Redrow Homes Ltd, and further to the submission of the above-mentioned application via the Planning Portal (reference PP- 09455021) for consent to display an advertisement at the above-mentioned site. Redrow Homes wish to display 43 flags on land to the north and south of the Great Wilsey Park development site. The land is within Redrow's ownership and benefits from Outline Consent (15/2151/OUT) and Reserved Matters Approval (19/1940/RM) for the erection of 499 dwellings.

The 43 flags will be distributed with 23 located along the northern boundary of the development along Haverhill Road and 20 along the southern boundary along Chalkstone Way. The flags will be fixed to 4-meter-high poles and will be of a width of 0.88 metres. There will be separation distance between each flag of 10m.

The flags are required to advertise the newly consented homes that are due to be built on the land and to promote early enquiries for the sales team. They will remain in place for the duration of Redrow's construction programme, which is anticipated to last up to six years, ending in 2027.

Policy DM38 of the Joint Development Management Policies (2015) requires all advertisements to be sympathetic and preserve or enhance the character and appearance of the location of which it forms a part and the street scene in which the proposal is located and must not adversely affect amenity and/or public safety. The flags have been designed to minimise the impact on the street scene while being effective in their purpose. The flags are located at the front of the development and given their size, are not considered to detract from the existing street scene.

The following documents have been submitted in support of this application:

- Application Forms
- Site Location Plan
- Redrow's Flag Design Proof

The requisite fee of £462 has been paid by the applicant. I trust the above and enclosed documentation is self-explanatory, however should you require any further information to allow your full consideration of

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this application, please contact me at your earliest opportunity and prior to the determination of this application.

I look forward to receiving confirmation that this application has been registered and validated in due course.

Yours sincerely



Harriet Wooler BSc (Hons) MSc MRTPI
Senior Planner

Enclosures

Copy: Chris Gatland (Redrow Homes Ltd)