

P20-2829/SP

21 February 2025

Planning Services
Arun District Council
Civic Centre
Littlehampton
West Sussex
BN17 5LF

Dear Sir/Madam

Town and Country Planning (Control of Advertisement) (England) Regulations 2007
Application for Advertisement Consent
Former Aldingbourne Post Office, Westergate Street, Woodgate PO20 3QL
Planning Portal Ref: PP-13796789

Pegasus Group is instructed to apply for Advertisement Consent for signage at the former Aldingbourne Post Office, Westergate Street, Woodgate for the Co-operative Group (Food) Limited ('the Applicant').

In support of this application for advertisement consent, the following documents are submitted online via the Planning Portal (Reference PP-13796789).

1. Completed application form;
2. Site Location and Block Plan (drg. no. CO-1362-P-100-A);
3. Drawing Pack including Proposed Elevations, Plans and Sign Specifications (reference 31868v01-04);
4. Design and Access Statement (included in this covering letter).

The application fee of £235.00 will be paid via the Planning Portal on submission of the application.

Design and Access Statement

Background to the Proposal and the Site

The application site comprises a former convenience store with residential dwelling attached at the rear. This application follows the approval of planning application ref. AL/53/20/PL in September 2020 for the change of use of the dwelling Class E retail use and associated external works and the approved elevations for this development form the baseline against which the proposals should be assessed.

The site is located on the corner of Westergate Street and Hook Lane. There are residential dwellings immediately to the north of the site and the wider area around the site is predominantly

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in England and Wales
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residential in character. To the rear (west) of the site the building is adjoined by an existing two storey dwelling.

The planning permission sets out the approved layout for the store, with 5 no. parking spaces to the front, accessed from Westergate Road and the site boundary is comprised of a brick wall with timber fencing, approximately 1.5 metres high, with the site set slightly above the level of the highway along Hook Lane.

The previous signage at the site, serving the former convenience store was comprised of extensive non-illuminated signs on the front (east) and side (south) elevations. A post-style totem sign was located at the corner of Hook Lane and Westergate Street. Photographs of the site are provided within the signage drawing pack, an extract of which is provided below.



Image of former shop

An application was approved for signage in January 2021 ref. AL/92/20/A. The current scheme for advertisement consent has been slightly amended from the approved scheme. A fascia board was previously approved which extended to the side elevation with an additional logo. This is no longer proposed. 4no. wall mounted banner frames are also now proposed, 1 was previously approved.

The site does not lie within a Conservation Area, nor is it a Listed Building. There are no Listed Buildings in close proximity to the site.

The Proposal

The proposal before the Council seeks to provide the following signs:

- 1 no. built up metal logo with acrylic face, internally illuminated by LED at a luminance no



- greater than 300 cd/m²;
- 1 no. set of non-illuminated white Perspex lettering;
 - 2no. wall mounted ACM signs;
 - Vinyl graphics to glazing;
 - 4no. wall mounted banner frame; and
 - 1 no. totem sign with internally illuminated logo at a luminance no greater than 150 cd/m².

Details of the vinyl graphics and ACM signs are included in the submitted document, however these benefit from deemed consent and are illustrated to provide a complete overview of the signage scheme.

Planning Policy

National Planning Policy Framework (2024)

National policy and guidance are set out in the Government's National Planning Policy Framework (NPPF) updated as published in December 2024. The NPPF needs to be read as a whole and is intended to promote the concept of delivering sustainable development. In relation to advertisements specifically, it states at Paragraph 141 that:

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

The term 'amenity' is not exhaustively defined within the regulations but is a term for interpretation by the local planning authority as it applies in any particular case.

The proposed signage is modest in size and number and is the minimum required to advertise the business to customers. The siting does not give rise to any public safety issues because it is well above head height and will not result in a cluttered shopfront.

The Development Plan – Arun Local Plan 2011–2031

Policy D DM1 sets out a series of criteria which will be considered in the assessment of all proposals including those in relation to appearance and impact.

Also of relevance is the Advertisements Supplementary Planning Guidance (SPG) which dates from September 2003. It states that illuminated signage should not create glare for road users and should not be intermittent or very brightly lit. The relevant guidance in this SPG has been taken into account in the design of the proposals.



Design

The proposed signage will allow the Co-op to advertise its business to customers through the use of new, high quality signage which is considered to be appropriate to this location and the form of development it seeks to advertise. The type of signage proposed reflects the Site's village location.

The proposals will provide an internally illuminated logo above the entrance doors to the convenience store, and non-illuminated lettering to enhance the legibility of the store. In addition, a totem sign is proposed to enhance the visibility of the store to passing traffic along Westergate Street.

The actual amount of illumination is limited to the blue area of the fascia logo above the entrance doors and the logo within the proposed totem. The level of illumination will be at a level below the industry standard, appropriate for a village location in a predominantly residential area such as this. The amount of signage proposed on the store is greatly reduced from the large signage panels with extensive logos and lettering which were formerly in place at the store and will present a modest but effective signage scheme which complements the existing building and the wider area.

The store is set back from the highway with a parking area in front. As such, the totem is proposed to signpost the entrance to the site and allow passing traffic to have earlier views of the store when passing. The totem will be sited in a similar position to the previous pole-mounted sign but set back slightly from the highway to allow improved views for vehicles and pedestrians exiting the site.

The totem sign will be internally illuminated to enhance its visibility but the illumination will be limited to the Co-op logo and will be at a very low level of illumination to prevent any adverse impact on the amenity of existing residents.

4no. wall mounted banner frame will be sited in place of the three poster frames which were previously mounted on the boundary wall. This will have no impact on the appearance of the site.

When compared to the signage scheme approved in January 2021, the changes are minimal. A fascia board was previously approved which extended to the side elevation with an additional logo. This is no longer proposed. 4no. wall mounted banner frames are also now proposed where only 1 was previously approved.

It is considered that overall, the proposals will enhance the appearance of the store when compared with the previous situation on site and will be sympathetic to the character of the building and wider area. Computer generated images of the store with the proposed signage are provided within the drawing pack and demonstrate that the convenience store will be an attractive, uncluttered addition to the local streetscene, with a reduced area of advertisements from that previously in place at the site.



Access

The new store signage is proposed to be sited at fascia height and will not cause an obstruction to the highway or compromise highway safety.

The totem sign is located adjacent to the entrance, set back from the front boundary of the application site and from the footpath which runs along the eastern boundary of the site. In this position, the sign will not impact sightlines for those entering or exiting the site to the extent that it would cause harm to highway safety.

All illumination is static and at a luminance no greater than 300 cd/m² (below industry standard) and, as such, will not cause distraction or dazzling to drivers passing the site.

It can therefore be seen that the signage is acceptable in highway terms.

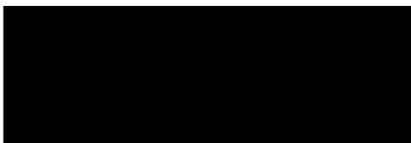
Summary

It has been shown above that the proposal for new advertisements in connection with the enlarged convenience store on Westergate Street, Woodgate is acceptable in the location proposed in terms of design, and the impact on amenity and highway safety.

Therefore, the proposed advertisements accord with the relevant sections of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 as well as the relevant policy within the NPPF and are considered acceptable in this location.

I trust that the above and enclosed are sufficient to register the application as valid and look forward to receiving confirmation of the same. However, if you have any queries, please do not hesitate to contact me.

Yours faithfully



Stacey Pester
Senior Planner

