

KP/EMO/P20-2829

24 November 2020

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

Dear Sir/Madam

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Application for Advertisement Consent for New Signage

Former Aldingbourne Post Office, Westergate Street, Woodgate PO20 3QL

Planning Portal Reference PP-09273207

Pegasus Group is instructed by Co-operative Group Food Limited to submit an application for advertisement consent for the installation of new signage in connection with their occupation of the new convenience store at the former Aldingbourne Post Office, Westergate Street, Woodgate.

Accordingly, the following documents have been submitted online via the Planning Portal (ref. PP-09273207):

1. Completed application form;
2. Site Location and Block Plan (drg. no. CO-1362-P-100-A);
3. Approved Elevations (drg. no. CO-1362-P-210);
4. External Signage Scheme (including Proposed Elevations and Signage Specifications, and photographs of the existing signage at the site) (drg. no. 27895v01); and
5. Design and Access Statement (included in this letter).

The application fee has been paid online via the Planning Portal on submission of the application.

PLANNING | DESIGN | ENVIRONMENT | ECONOMICS

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Pegasus Group is a trading name of Pegasus Planning Group Limited (07277000) registered in England and Wales
Registered Office: Pegasus House, Querns Business Centre, Whitworth Road, Cirencester, Gloucestershire, GL7 1RT

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 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 existing 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.



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;
- 1 no. non-illuminated built up metal logo with acrylic face;
- 1 no. wall mounted banner frame; and
- 1 no. totem sign with internally illuminated logo at a luminance no greater than 150 cd/m².

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

A separate planning application has also been submitted for the installation of a new plant enclosure against the southern elevation of the building (Planning Portal ref. 09272628).

Planning Policy

National Planning Policy Framework (2019)

National policy and guidance is set out in the Government's National Planning Policy Framework (NPPF) published in February 2019. This replaced and updated the previous National Planning Policy Framework 2012 and July 2018. The NPPF needs to be read as a whole and is intended to promote the concept of delivering sustainable development.

It provides at Paragraph 132 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.

Local Planning Policy – 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 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. A further non-illuminated logo will be sited on the side elevation, above the shopfront

windows. In addition, a totem sign is proposed to enhance the visibility of the store to passing traffic along Westergate Street.

The fascia panels shown on the proposed elevations have been approved through the planning permission granted in September 2020 (ref. AL/53/20/PL) and form part of the approved shopfront. Therefore, this fascia band which extends around the front and side of the store has already been established as an appropriate location for advertisements in connection with the convenience store.

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 proposals will also require the removal of the vinyl treatment to the shopfront windows, permitting views into the store and enhancing the active frontage in this location.

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.

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

It is considered that overall, the proposals will enhance the appearance of the store when compared with the existing 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.

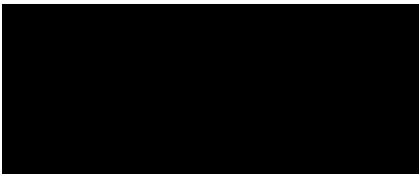
It can therefore be seen that the signage is acceptable in highway terms.

Conclusion

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.

I trust that the above and enclosed are sufficient to register the application as valid and look forward to receiving confirmation of this shortly. However, if you require any further information, then please do not hesitate to contact me.

Yours faithfully



Emma Morrison
Planning Assistant

