

MB/4249/01(27Jan2015)Arun

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28 January 2015

FAO: Mr D Vick

Dear Mr Vick,

**SUBMISSION OF APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENTS AT:
SHIP INN, ALDWICK STREET, BOGNOR REGIS, WEST SUSSEX, PO21 3AP.**

Under reference number AW/215/14/A, the Council issued a split decision concerning the signage proposals made by our client, Wm Morrison Convenience Stores Ltd. Having taken into account the Council's decision, together with the public comments and Councillor comments raised during the committee meeting held on 05 December 2014, revised proposals have been made, which address and overcome previous concerns and which we hope will now be supported by the Council. Submitted with this application are the necessary drawings (list at the end of this letter) and the completed application form. No application fee is payable.

In previously issuing a split decision, the Council granted advertisement consent for the display of "sign 2" as shown on approved drawing numbers D/10 rev.A, D/25 rev.B and D/26 rev.B. That sign is a hanging / bus stop sign, which has been approved to the front elevation of the building. This decision is relevant to note because the Council has accepted the use of the applicant company's corporate colours and branding, which can, therefore, be used on the remainder of the signs which are proposed. This consented sign is shown on the application drawings for clarity, but annotations are included to confirm that it already benefits from consent and as such, the merits of this sign do not need to be reconsidered.

The other fascia signs which were previously proposed were refused on the basis that they would cause harm to public amenity due to their size, design, position and method of illumination (referring to the internally illuminated signs which previously were proposed).

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This revised application proposes the following signs (note the numbers below correspond with those shown on drawing number D/24 rev.F):

1. Fascia sign to the west side elevation, measuring 1.3m in width and 1.3m in height; externally illuminated by trough light.
2. Fascia sign to the front (south) elevation at first floor level (replacing the existing "Ship Inn" sign), measuring 2.9m in width and 0.5m in height; externally illuminated by trough light.
4. Opening hours sign to be displayed on east side (car park) elevation, measuring 1.4m in height and 1.1m in width; non-illuminated.
5. Fascia sign above store entrance to east elevation, measuring 4.63m in width and 0.6m in height; externally illuminated by trough light.
6. Car Park sign to east elevation, measuring 0.7m in width and 0.9m in height; non-illuminated.
7. Disabled parking space signs (x2), mounted on metal posts, standing to a maximum of 1.5m above ground level with a width of 0.485m; non-illuminated.

The signs which originally were proposed to be displayed on the building were more numerous and were, in all relevant cases, larger than those which are now proposed. To the west elevation, sign 1 as previously proposed was to be made up of individually cut letters, which would have been internally illuminated by LED lights, measuring 1.5m in height and 2m in width.

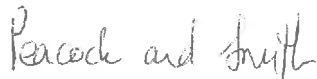
Sign 4 as previously proposed was of a similar design to the previously proposed advert at sign 1, it being made up of individual, internally illuminated letters, measuring 1.2m in height and 1.54m in width. It was proposed to be displayed in the false window within the extension, but it has been removed from these revised proposals.

Sign 5 was the fascia sign across the store entrance. It was shown to measure 9.135m in width, extending across almost the full width of the approved twin gabled extension. That sign has now been significantly reduced in size (by almost 50%).

The signage which is now proposed is of a nature, scale and design which reflects the preferences and requirements expressed during the committee meeting on 05 December 2014. The advertisements for which consent is now sought are simpler and smaller than those which previously were proposed and all would be externally illuminated. The new signage would be sympathetic to the building's previous use and would not visually dominate the building's elevations. Moreover, the signs would respect the area's character more generally and as such, the Council's previous concerns regarding the advertisements' impact on public amenity are considered to have been overcome.

In the light of the foregoing, it is considered that advertisement consent can reasonably be granted and the Council is respectfully requested to support this application.

Yours sincerely,



Mark Batchelor BSc (Hons) MSc MRTPI
PEACOCK AND SMITH LIMITED

Enclosures: Drawing nos.: D/00 – Location and block plan
D/24F – Proposed signage site plan
D/26H – Proposed signage elevations 2
D/225C – Proposed signage elevations