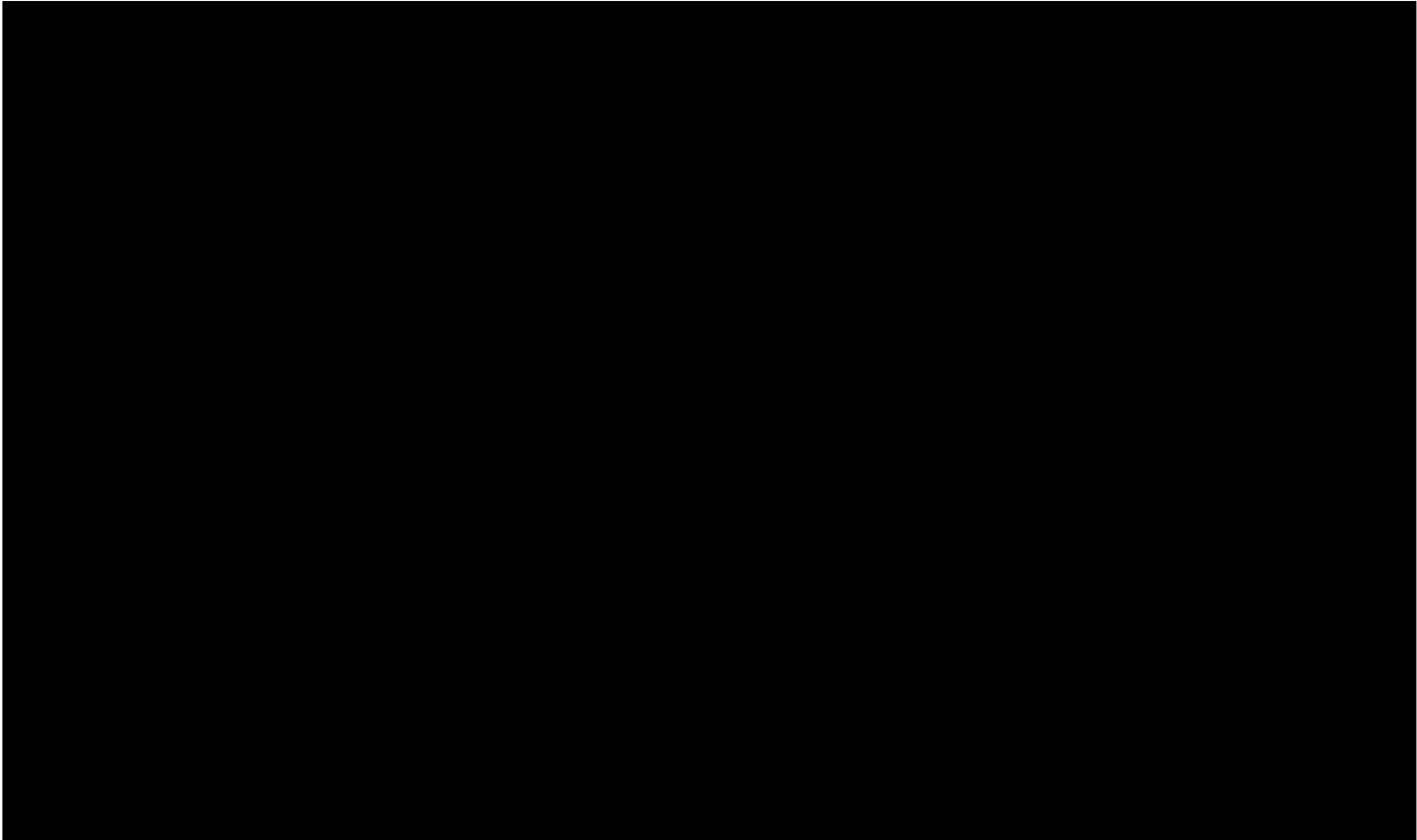




From: Mark Batchelor [mailto: [REDACTED]]
Sent: 31 March 2015 09:57
To: Simon Davis
Cc: David Bevan; 'Laura Murphy'; Dave Webb; Kris Robertson
Subject: Ship Inn, Bognor - Signage Application - YOUR REF: AW/25/15/A
Importance: High

Dear Simon,

Further to our recent conversations, I have now received instructions from my client concerning the above matter and in respect of each point raised, I set out a reply, below.

First, however, I would point out that in refusing consent for signs 1, 4 and 5 as previously proposed (your ref: AW/215/14/A), the Council's decision set out a specific objection, with harm identified only in respect of the signs' impact on public amenity within the Area of Special Character. There was no objection in principle to any of the signs which were proposed in that application and no harm was alleged to the character and appearance of the ASC, or to the host building.

- Front elevation sign: The company's brand name is "Morrisons M Local" and as such, no change can be made to the wording of the sign. I would further point out that the suggested amended wording: "M Local at The Old Ship" would inevitably be larger than the sign proposed in this application. I have reviewed the conservation officer's comments connected with the original signage application and they do not appear to have raised any objection to the internally illuminated sign which was proposed on the front elevation. The sign now proposed addresses the committee members' concerns regarding design and method of illumination and to my mind it would not cause harm to public amenity in the ASC. I further consider it to be in keeping with the building's character and the character of the surrounding area.
- Side elevation (main entrance): Here we have amended the originally submitted drawing, reducing the size of the car park and opening hours signs and repositioning them so as to align with the top of the approved ATM. The signs are now 0.3sqm in area and as such benefit from Deemed Consent under Schedule 3, Part 1,

Class 2 of the Control of Advertisement Regulations (2007). I attach an amended drawing (no: D225E (to replace D225C)) showing the proposed signs.

- Opposite side elevation: In the absence of any previous objection from the Council and the conservation officer to the principle of displaying a sign in this location, it will not be removed from the current application. The sign is smaller than that which previously was proposed and the external illumination which is now proposed is in keeping with the character of the building and the area's character such that there would be no harm to public amenity.

Finally, I note the comment that the building is considered a heritage asset (although this was not raised during the course of the previous application). The building is not in a conservation area and it is neither statutorily nor locally listed. As such, I would dispute that suggestion. Notwithstanding my opinion on this matter, the previous signage application was reported to committee with a recommendation that consent should be granted and as such, officers took the view that the signs which previously were proposed would not cause harm to the building. In view of the design improvements which have been made and in the interests of consistency, the same conclusion should be reached.

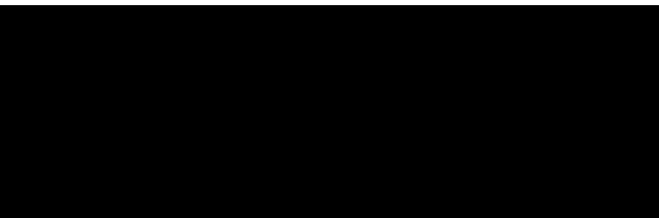
Should you have any questions concerning the above, please do not hesitate to contact me and I will be happy to help. Otherwise, I will look forward to receiving any further comments on the proposal and I trust that the application will be reported to committee at the end of April.

Kind regards,

Mark Batchelor
Associate



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