

Planning Services
Arun District Council, Civic Centre
Maltravers Road
Littlehampton
BN17 5LF

21st August 2013

Dear Sir / Madam,

TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)

FULL PLANNING & DISPLAY OF ADVERTISEMENTS FOR THE INSTALLATION OF TWO NO. FASCIA ADVERTISEMENTS, ONE TOTEM SIGN, THREE TROLLEY BAY SIGNS AND ROOF PLANT AT THE NEW MARKS AND SPENCER, FORMER COMET PLC, ARUN RETAIL PARK, SHRIPNEY ROAD, BOGNOR REGIS, WEST SUSSEX, PO22 9NF

Marks and Spencer PLC is submitting a dual planning application to Arun Council for the installation of two fascia advertisements, totem signage, three trolley bay signs and roof plant externally on the Marks and Spencer Bognor Regis Store.

Accordingly, the following documentation was submitted via the Planning Portal (Ref. PP- 03605322)

- Completed application form (including Certificate B);
- Site Location Plan
- Q0264-BOG001-A-401 - Location Plan
- Q0264-BOG001-A-402 - Existing External
- Q0264-BOG001-A-411 - Proposed Advert Location
- Q0264-BOG001-A-412 - Proposed Advert
- Q0264-BOG001-A-413 - Trolley Bay
- Q0264-BOG001-A-414 - Totem
- Q0264-BOG001-A-421 - Block Plan for Plant
- Q0264-BOG001-A-422 - Proposed Plant and Elevations

In line with the amended The Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2013 a Design and Access Statement is no longer required for the proposed development.

A cheque of £385 is enclosed in this covering letter to cover the planning application fee and a cheque of £110.00 is enclosed to cover the Advertisement Application Fee.

Background

Planning permission BE/37/14/PL was granted under for *The introduction of new (replacement) mezzanine floorspace of 485.9 sq. m within Unit D1 and a small extension of 13.3 sqm at ground floor level, the use of Unit D1 for food and drink sales without complying with condition 4 of planning permission BE/169/88, new shopfront and other facade works, tenant plant enclosure and other associated works. The change of use of Unit D2 from sui generis to Class A1 retail use including for clothes sales and an ancillary cafe, a side extension of 177.1 sqm and an 820.7 sqm mezzanine floorspace to Unit D2, facade works and other associated works at Arun Retail Park.*

Location

The site is located within the Arun Retail Park, Bognor Regis. The retail park itself is positioned to the north west of Bognor Regis Town Centre on the A29 Shripney Road.

The location of the proposal is generally of a commercial nature although careful attention has been given to the nearby caravan parks during the design stages of the proposal.

Plant

The proposed plant relates to air cooling operations permitted within the store. The proposal is for the following:

MK2 Hybrid Pumped CO2
Condenser
3 X Condensing Units
Backup Generator

The plant will be located to the rear of the store on the mezzanine floor. The plant is enclosed. Details of the above including acoustic data can be found on drawing Q0264-BOG001-A-422 - Proposed Plant and Elevations.

Advertisements

Fascia Signage

The signs will be located on the south and north elevation of the store, see drawings, Q0264-BOG001-A-411 - Proposed Advert Location and Q0264-BOG001-A-412 - Proposed Advert for further details.

Design

They will be Flexface signs and will be manufactured from aluminium and acrylic. The proposed finishes are as follows:

- Background - RAL 6009.
- "M" and "S" finished to white
- "&" finished to lime to match RAL 100 80 80.

The proposal complies with planning permission BE/37/14/PL. The drawing, *Proposed Elevations URBAR(08)7002 RevD00* which details the approved signage zones was submitted and approved as part of the application.

The proposed advertisement details have been designed in accordance with *Proposed Elevations URBAR(08)7002 RevD00*. The proposal is only for two fascia advertisements although planning permission BE/37/14/PL does permit four signage zones.

It is therefore contested that the proposed advertisements will have less of an impact than what the current planning permission allows.

Trolley Bay Signs

The proposal is for three trolley bay signs which will be manufactured from vinyl. The adverts will be attached via adhesive to the trolley bays, see *drawing Q0264-BOG001-A-413 - Trolley Bay* for further details.

Marks and Spencer plc.
Registered Office:
Waterside House
35 North Wharf Road
London W2 1NW
Registered No.214436
(England and Wales)

Totem Signage

The proposal is for a new Illuminated Totem Signage of 4.8m high x 1.6m wide x 0.28 deep. The background of the sign will be dark green RAL 6009 and the letters will be as follows:

- "M" and "S" finished to white
- "&" finished to lime to match RAL 100 80 80.

The sign will be internally illuminated via white LED's using the same method as that used for the main fascia signs, see Q0264-BOG001-A-412 - Proposed Advert.

The signage will be located west of the store near the main entrance on Shripney Road. The area itself is particularly commercial in nature and there are several existing totem signs, including that of Sainsbury's and Burger King. It is contested that the proposal will not be detrimental to the character of the area.

Environmental Issues

The proposal is not considered to have any negative environmental impacts. The acoustic information of the proposed plant equipment can be found on Q0264-BOG001-A-422 - Proposed Plant and Elevations. The expected noise emissions are such that they will not have any negative environmental effects.

The proposal is considered policy compliant with the adopted Arun District Local Plan. In line with Marks and Spencer's Plan A policy all signage will be switched off once the store closes.

Conclusion

The proposed application which seeks permission for the installation two fascia advertisements, totem signage, three trolley bay signs and roof plant is considered appropriate in its setting. There will be limited visual impact on the existing character of the area and no negative environmental impacts.

Marks and Spencer plc consider that they have provided you with sufficient information to determine the proposal, but if you require any further information then please do not hesitate to contact me.

Yours faithfully

Jonathan Hoban
Marks and Spencer Plc



Marks and Spencer plc.
Registered Office:
Waterside House
35 North Wharf Road
London W2 1NW
Registered No.214436
(England and Wales)