

PLANNING STATEMENT
TOWN AND COUNTRY PLANNING
ACT 1990

Proposed totem sign at

Land at Oldlands Way

Bognor Regis

August 2012

JOB 4009

1.0 Impact Statement

- 1.1 This planning statement has been submitted in support of the application for a totem sign for the proposed McDonald's restaurant at Oldlands Way, Bognor Regis.
- 1.2 This application follows the approval of this 12m totem on a similar section of the site (Reference: BE/20/12/A). The location has been amended to accommodate the reconfiguration of the drive thru lane.
- 1.3 This application is for 1no. totem sign. The scale and location of the sign has been carefully considered in order to direct customers to the restaurant but also allow integration with the restaurant building and the wider site context.
- 1.4 The sign is located to the south western boundary of the site. The sign will be viewed against the backdrop of the restaurant and existing industrial buildings to the southeast.

Drive Totem

- 1.5 The accompanying sign specification provides details of the sign and associated illumination. The sign employs a natural palette of colours and will integrate well into the surrounding landscape and buildings.
- 1.6 Each of the three totem appendages are to be illuminated. The golden arch, opening hours and drive thru symbols are to be cut out and backlit therefore only a small section of the panels will be illuminated.
- 1.7 The illumination is restricted to small sections of the sign and limited to a luminance of 600cd/m² therefore the impact of the totem sign will be limited.
- 1.8 The sign is fully enclosed and projection is restricted to two sides only. LEDs will not be visible and there will be no light spill to the sides.
- 1.9 The proposed sign incorporates the new McDonald's Alfresco theme. This includes a more streamlined sign shape, using natural colours such as khaki green, timber effect, white and grey. This will integrate well with the surroundings at this site.