



Our Ref: A064288/BG/gm

Mr Paul Stack
Planning & Building Control
Arun District Council
Civic Centre
Maltravers Road
Littlehampton
BN17 5LF

24 August 2012

SUBMITTED VIA PLANNING PORTAL

Dear Mr Stack,

Sainsbury's Supermarkets Ltd, Shripney Road, Bognor Regis

On behalf of our client, Sainsbury's Supermarkets Ltd, we are pleased to submit a planning application for the display of new signage at the above site. The advertisement proposals form part of a package of planning applications following the grant of planning permission under reference BE/122/08. This permission for a new supermarket is currently being implemented.

This application comprises:

- Application Form dated 24 August 2012
- The following Schedules of Proposed Adverts (prepared by WYG Planning & Environment):
 - Main Store
 - Petrol Filling Station
 - Car park and Site Access
- The following drawings:
 - 2468/200 Rev A PFS Advert Application
 - CHQ.12.9691-PL11 Proposed Totem Signage A
 - CHQ.12.9691-PL12 Proposed Totem Signage B
 - CHQ.12.9691-PL13 Proposed Car Park Signage Details
 - CHQ.12.9691-PL14 Proposed Trolley Bay Sign
 - CHQ.12.9691-PL15 Building Signage Details
 - CHQ.12.9691-PL16 Proposed Welcome Wall & Vinyl Details
 - CHQ.12.9691-PL17 Proposed Welcome Wall & Vinyl Details 2

creative minds safe hands



- CHQ.12.9691-PL18 Proposed Building Signage Setting Out
- CHQ.12.9691-PL19 Proposed Green Topper Totem

The fee for this application has been calculated at £95.00 and a cheque for this amount has been sent under separate cover.

Proposed Signage

The location, elevation and dimensions of the proposed signage are illustrated on the accompanying plans which should be read in conjunction with the enclosed schedules of the proposed advertisements. These schedules provide all the necessary detail including illumination, colouring and choice of materials which is required for an Advertisement Consent Application. For ease, these details have not been inputted within the online planning application form given the number of adverts proposed in this application and therefore these schedules replace this section of the form. In summary, the following signage is proposed:

Main Store Elevations

- 1 x ATM Panel (incorporating a A1 poster frame)
- 1 x Sainsbury's Wall Vinyl
- 2 x 'Welcome to Bognor Regis' Vinyl
- 1 x Cash Machine Projecting Sign
- 4 x Sainsbury's Building Signs
- 2 x Welcome Wall Branding Panels
- 4 x Café branding Signs

PFS

- 2 x Canopy Signs
- 1 x Kiosk Fascia Sign
- 1 x Brand Wall
- 3 x Car Wash Signs
- 10 x Car Pump Signs
- 2 x 'Fill Up Either Side' Signs

Car Park and Access Signage

- 1 x Sainsbury's Totem
- 1 x Green Topper Totem
- 1 x PFS Totem



9 x Parking Disclaimer Sign
1 x Recycling Directional Sign
3 x Parent & Child Directional Sign
1 x Disabled Directional Sign
3 x Exit Directional Sign
2 x Recycling Bay Sign
8 x Parent & Child Parking Sign
1 x Motorcycle Sign
1 x Cycle Sign
1 x Pick Up Point Sign
8 x Disabled Parking Sign
4 x No Entry/Give Way Sign
4 x Pedestrian Crossing/ Speed Hump Sign
2 x Deliveries Only Sign
8 x One Way Sign
24 x Trolley Bay Logo's

The National Planning Policy Framework states at Paragraph 67 that 'only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment'. With this in mind, it is considered that the proposed portfolio of signage is acceptable and in accordance with planning policy guidance when viewed against the current commercial uses in the area around the site.

I trust that all the required information has been submitted and will be sufficient for you to register the application, and look forward to your confirmation of this in due course. In the meantime, should you require any further information, please do not hesitate to contact me at this office.

Yours sincerely



Benjamin Gee

Assistant Town Planner

For and on behalf of WYG Planning & Environment