



Our Ref. A089319
Planning Portal Ref. PP-03673062

Arun District Council
Maltravers Road
Littlehampton
West Sussex
BN17 5LF

27th October 2014

Dear Sir/Madam,

Sainsbury's Supermarkets Ltd
Shripney Road, Bognor Regis, PO22 9FB
Full Planning Permission and Application for Display of Advertisements

On behalf of our client, Sainsbury's Supermarkets Ltd, please find enclosed an application for full planning permission and advertisement consent for the installation of a single-storey, standalone retail pod at the above site. This application comprises the following documents:

- Completed application form, dated 27th October 2014;
- Drawing No. CHQ.14.10938 – PL01: 'Site Location Plan';
- Drawing No. CHQ.14.10938 – PL02: 'Existing Site Plan';
- Drawing No. CHQ.14.10938 – PL03: 'Proposed Site Plan';
- Drawing No. CHQ.14.10938 – PL04: 'Existing/Proposed Plan';
- Drawing No. CHQ.14.10938 – PL05: 'Proposed Pod Details';
- Drawing No. CHQ.14.10938 – PL06: 'Existing Elevations';
- Drawing No. CHQ.14.10938 – PL07: 'Proposed Elevations';
- Design and Access Statement Ref. CHQ.14.10938 D & A;
- Schedule of Proposed Adverts;
- Application fee sent under separate cover;
- Completed Certificate A, dated 27th October 2014.

The Application Site

The application site is located on the Sainsbury's Supermarket site which is situated on Shripney Road (A259). The location of the pod is situated in front of main store entrance on the north-east side of the building.

Scheme Proposal: Retail Pod

This application proposes the installation of a single-storey, standalone pod which will be occupied by a Timpson's. The pod will be located on the main store frontage on the north-east side of the building. This concession store will provide a valuable additional service for local residents and visitors of the store. The location and design of the pod ensures that neither the visual amenity nor the character of the area will be negatively affected.



creative minds safe hands



Scheme Proposal: Adverts

This application also seeks advertisement consent in order to provide signage appropriate for the building. The proposed signage includes:

- 3 x illuminated Timpson's fascia sign;
- 2 x non-illuminated "dry cleaning" panels;
- 2 x non-illuminated Services information fascia sign.

Full details of the proposed advertisements can be found on the submitted plans. Please also find enclosed a schedule of proposed advertisements which provides all the information required for each sign – this has been provided to expand on the information contained on the application form.

Planning Policy

The proposed development has been assessed in the context of national and local planning policy, which provide support for the principle of the scheme. The installation of a new retail pod will offer an important service for the everyday needs of the local community. Given the size and scale of the proposed unit and the fact that it is in association with an already established supermarket, the retail pod will contribute to strengthening the local economy, in accordance with Policy 1 of the NPPF: Building a strong, competitive economy.

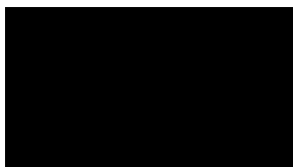
The location, scale, and design of the concession pod ensure that there will be no adverse harm to the visual amenity or the character of the commercial area. The pod will be viewed in the context of a foodstore and large surface level car park. Accordingly, given the ancillary nature of the proposed pod and its size, scale, and location it is considered that the proposal is acceptable and appropriate in planning terms.

With reference to the proposed adverts, paragraph 67 of the NPPF states that "only those advertisements which will clearly have an appreciable impact on a building or their surroundings should be subject to the local planning authority's detailed assessment." The proposed signage will not have an adverse impact on the visual amenity or highway safety of the surrounding locality.

All documents and drawings have been submitted in an electronic format via Planning Portal (Ref. PP-03673062), apart from the application fee cheque of £305.00. This has been sent separately, with the application reference clearly stated.

We trust that the information submitted will enable you to register the application and we look forward to receiving written confirmation of this in due course. In the meantime, please do not hesitate to contact me if you have any queries.

Yours sincerely,



Alice Broomfield
Assistant Town Planner
For and on behalf of WYG