



Arun District Council
Planning and Building Control
Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex
BN17 5LF

01 September 2015

DSP/14-1067/PP-04447666
VIA PLANNING PORTAL

Dear Sir/Madam,

RE: UNIT 6, OLDLANDS WAY, SOUTHERN CROSS INDUSTRIAL ESTATE, BOGNOR REGIS, PO22 9SE

On behalf of our client, Screwfix Direct Limited, we are instructed to submit a retrospective application for advertisement consent for the display of 2 no. externally illuminated fascia signs at the above.

Accordingly, please find enclosed herewith the following documents, which in addition to this letter comprise the application:

- Duly completed Advertisement Application Form;
- Site Location Plan at scale 1:1,250 with the site edged in red;
- Existing and Proposed Elevations (Drawing No. 9918-103-04);
- A cheque made payable to Arun District Council for the sum of £110.00.

The four A0 'Clip Frames', 'Large Item Collection', 'Entrance', 'Members Welcome' and the 'Opening Times' advertisements benefit from deemed consent under Schedule 3, Part 1, Class 5 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. However, for clarity, these advertisements have been shown on the Existing and Proposed Elevations (Drawing No: 9918-103-04).

The application proposals have been the subject of previous discussions with Mrs Rose Dannatt (Compliance and Monitoring Investigator), who noted that the advertisements in place required consent. This application seeks retrospective consent for these advertisements.

a. Screwfix Direct Limited

Screwfix Direct Limited comprises a B8 trade counter operation supplying local building companies. Their products are also sold over the internet, via a catalogue, over the telephone as well as over the trade counter; with any individual unit servicing its own local area for each of these methods of purchase. Screwfix brands and products are formulated for the trade professional in terms of quantity and type of goods.

b. The Application Proposals

The application seeks consent for the display of 2 no. externally illuminated fascia signs.

The existing and proposed elevations, drawing no. 9918-103-04 provides further details relating to design, size and siting.

c. Planning Policy

National Planning Policy Framework (NPPF)

Current national guidance on advertisement control is set out in the National Planning Policy Framework (NPPF), which recognises that the control over outdoor advertisements should be efficient, effective and simple in concept and operation. The NPPF clarifies (in paragraph 67) that the display of outdoor advertisements can only be controlled in the interests of “amenity” and “public safety”, taking account of cumulative impacts.

Local Planning Policy

The Local Development Framework for Arun is comprised of the 'saved policies' of the adopted Arun District Local Plan 2003.

Policy GEN7 'The Form of New Development' confirms that “applications for advertisement consent will be assessed against the criteria in the Supplementary Planning Guidance 'Advertisements'” (2003).

The above Supplementary Planning Guidance (SPG) reflects the guidance outlined in the NPPF, stating that the display of outdoor advertisements shall only be controlled in the interests of 'amenity' and 'public safety'.

The proposed advertisements are located at Unit 6, Oldlands Way, which is located in an area characterised by a substantial amount of industrial and commercial uses, where advertisements such as those proposed are commonplace.

The application advertisements, by virtue of their size, scale, siting and amount are proportionate to the size and scale of this large industrial building and will not result in a proliferation of signage to the detriment of the character and appearance of the building or the surrounding commercial area. The advertisements will create a lively atmosphere of colour, variety and interest, and thus make a positive contribution to the visual environment.

The 2 no. fascia signs are illuminated by discreet and simple trough lighting to respect the simplistic, shed style design of the industrial building, and to ensure that the means of illumination (318 cd/m²), is not unduly visible and prominent.

Furthermore, it is considered that the graphics will not cause a distraction to pedestrians, cyclists or traffic, and thus highway safety. The advertisements contain a very simple text, and as set out above, the fascia signs are illuminated at a very low level (such that the overhead lighting does not shine brightly even during the hours of darkness), to allow the advertisements to be read and easily assimilated, and to ensure that the proposals do not result in a detrimental impact to visual amenity and highway safety.

By virtue of the relationship between the unit and the street scene, the form of development within the surrounding area, the established landscaping and the size, scale, and design of the advertisements, the proposals do not appear incongruous or unduly prominent, and therefore do not result in a detrimental visual impact on the character and appearance of the unit, nor on the surrounding area. It is therefore considered that the proposal wholly complies with Policy GEN7 of the Arun District Council Local Plan 2003, the Supplementary Planning Guidance 'Advertisements' (2003) and the National Planning Policy Framework.

Screwfix Direct Limited make a positive contribution to the commercial and community life of the area providing essential trade counter services to local businesses and large organisations. However, in order to promote the branch, an effective advertisement scheme is required which not only conveys the brand to members of the trade but also contributes to the appearance of the unit and its surroundings.

I trust that you have sufficient information to determine this application but should you have any questions or queries in the meantime or require any further information, please do not hesitate to contact me.

Yours sincerely



Danielle St. Pierre BSc (Hons)
PLANNER