

Our Ref: PD11375

Head of Planning
Arun District Council
1 Maltravers Road
Littlehampton
BN17 5LF

09 March 2022

Dear Sir / Madam,

**THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007
APPLICATION FOR THE DISPLAY OF ADVERTISEMENTS ASSOCIATED WITH PROPOSED DRIVE-THRU FACILITY
UNIT G (FORMER PIZZA HUT), ARUN RETAIL PARK, SHRIPNEY ROAD, BOGNOR REGIS, PO22 9NF**

We write on behalf of our client, BBC Pension Fund Limited (c/o Orchard Street Investment Management LLP) (the 'Applicant'), to apply for advertisement consent for the display of advertisements associated with the operation of the proposed drive thru unit at Unit G (Former Pizza Hut), Arun Retail Park in Bognor Regis (the 'Site'). It is proposed that the drive-thru unit will be occupied by Tim Hortons.

Please find enclosed the following information in support of the application:

- ✧ Application Cover Letter dated 07 March 2022 (this letter);
- ✧ Application Forms and Certificates signed and dated 07 March 2022;
- ✧ Signage Pack, prepared by Lichford Consulting, which includes the following drawings:
 - Drawing Ref: 0106-AD-01.1 – Proposed Site Signage Plan (Site Location Plan);
 - Drawing Ref: 0106-AD-01.2 – Proposed Elevation Signage;
 - Drawing Ref: 0106-AD-01.4.2 – Sign DTS 1A – Totem 6m;
 - Drawing Ref: 0106-AD-01.6.5 – Sign DTS 3C – RH Height Limited 3.6m;
 - Drawing Ref: 0106-AD-01.7 – Sign DTS 4 – Rotating Leader Board;
 - Drawing Ref: 0106-AD-01.8 – Sign DTS 5 – Order Point;
 - Drawing Ref: 0106-AD-01.9.2 – Sign DTS 6B – Menu Board (Hisense);
 - Drawing Ref: 0106-AD-01.10.1 – Sign DTS 7A – Double Sided Billboard; and
 - Drawing Ref: 0106-AD-01.12 – Sign DTS 9 – Wayfinding Sign.

The requisite application fee of £160.00 (inclusive of £28 service charge) has been paid via the Council's online payment system. The application has been submitted via the Planning Portal with the Reference PP-11085372.

THE APPLICATION SITE

The Site comprises Unit G and surrounding land at Arun Retail Park in Bognor Regis. The unit, which measures approximately 331 sq. m (GIA), is currently vacant having previously been occupied by Pizza Hut. Arun Retail Park is located on Shripney Road (A29), which is a key dual carriageway linking the north of Bognor Regis with the Town Centre. The Retail Park comprises a total of eight units totalling approximately 10,000 sq. m (GIA) of floorspace. Other occupiers at the Retail Park include B&Q, Pets at Home, Carpetright, M&S Foodhall, Next, Burger King and Costa Coffee.

The surrounding land uses are predominately commercial, with a large Sainsbury's to the south, Tesco Superstore to the south west, Bognor Regis Retail Park to the north and industrial units to the north east and west.

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ARUN DISTRICT COUNCIL BB/1822/A

The full application site boundary measures approximately 0.21 Ha and can be viewed on the submitted Drawing Ref: 0106-AD-01.1 – Proposed Site Signage Plan.

PLANNING HISTORY

On 16 February 2022, a planning application was submitted by the Applicant to Arun District Council seeking the change of use of Unit G from Use Class E(b) to a Sui Generis use (consisting of a coffee shop / restaurant selling food and drink for consumption on and off the premises), external alterations to the unit, as well as alterations to the wider car park, relocation of footpath, removal and relocation of 4 x TPO trees, landscaping and associated works (Planning Portal Ref: PP-11007588) (the '**2022 Application**').

The description of development of the 2022 Application is as follows:

"Full planning application for external alterations to the existing building associated with the change of use from Class E Restaurant to Sui Generis (consisting of a coffee shop / restaurant selling food and drink for consumption on and off the premises), alterations to car park (including the creation of a drive-through lane, reconfiguration of cycle parking, new pedestrian crossings, and the increase in number of car parking spaces), relocation of footpath, removal of 4 x TPO trees (to be replaced), landscaping and associated works"

The 2022 Application was submitted by the Applicant in order to facilitate the reoccupation of the floorspace at Unit G by the incoming tenant, Tim Hortons. It follows that this application should be read in conjunction with the 2022 Application, which is yet to be determined.

THE PROPOSED ADVERTISEMENTS

This application seeks advertisement consent for the display of signage and advertisements associated with the operation of the proposed drive thru unit, which is to be occupied by Tim Hortons. The proposals form part of Tim Hortons standard package of advertisements associated with its drive-thru business model.

Full details of the proposed signage and advertisements are included in the suite of drawings provided by Lichford Consulting in the submitted Signage Pack. The technical drawings include the following information:

1. The dimensions of the signs themselves and individual font and logo sizes;
2. Proposed materials, colours and methods of fixing and foundations;
3. Details of the type and level of illumination.

The proposed signage at the Site will comprise the following:

- ✧ Elevational signage including several 'Tim Hortons' logos, 'Drive-Thru' lettering and a wall mounted Tim Hortons Canadian Leaf, in red;
- ✧ 1x menu board;
- ✧ 1x order point with bollard protection;
- ✧ 1x rotating leader board;
- ✧ 1x wayfinding sign;
- ✧ 1x illuminated height limiter; and
- ✧ 1x 6 meter high totem sign.

The location of each of the proposed signage is provided on the submitted Drawing Ref: 0106-AD-01.1 – Proposed Site Signage Plan which included within the submitted Signage Pack.

As set out above, a selection of the proposed signs will be illuminated and will be set to a maximum luminance of 500 candelas per sq. m. Maximum luminance levels have been set in order to ensure that the signs do not have an adverse impact on highway safety or amenity.

The proposed signage will ensure that the proposed drive thru unit will have a positive overall impact on the environment for customers, contributing positively towards the retail and leisure function of the Retail Park through providing clear directions and information which will assist customers in navigating their way around the Site both on foot and by private vehicle.

ASSESSMENT OF PROPOSED ADVERTISEMENTS

The National Planning Policy Framework ('NPPF') and the Town and Country Planning (Control of Advertisements) Regulations 2007 only permit local planning authorities to consider matters relating to amenity and public safety when determining applications for Advertisement Consent.

Amenity

The proposed signage relates to the use of the proposed drive thru unit by the proposed operator, Tim Hortons, and forms part of its standard package of advertisements associated with all of its drive-thru stores. All of the proposed advertisements are located within the commercial land at the site and are proposed in order to attract and direct customers. The proposed design of advertisements, including the colours, illumination and tones, are not offensive or overbearing and will not appear out of context with the character of the surrounding area.

The advertisement design is considered to be entirely appropriate in terms of height and location and scale having regard to the function and scale of the commercial operations that characterise the Site. The proposed adverts are therefore entirely appropriate in the context of the wider commercial area, with no impact on the amenity of any residential properties.

Public Safety

The proposed advertisement in terms of appearance, colour, size and distance from the public highway is not considered to compromise the safe use of the public highway. In particular, where adverts are illuminated, the proposed levels of illumination are within prescribed and accepted limits, to ensure there is no risk of distraction to motorists.

As above, the proposed signage is primarily located on the proposed Tim Hortons drive-thru building or within the surrounding Site, and is entirely related to the Tim Hortons operation. As such, we consider the proposed advertisements to be non-contentious with relation to the requirement to protect public safety. Furthermore, the proposed advertisements lie in keeping with the surrounding nature of the area, including similar advertising strategies employed by other operators at the Retail Park.

SUMMARY AND CONCLUSIONS

This application seeks advertisement consent for the display of advertisements associated with the operation of the proposed Tim Hortons drive-thru unit at the former Pizza Hut unit at Unit G, Arun Retail Park in Bognor Regis.

This cover letter has considered the proposed advertisements against guidance set out in the NPPF, concluding that the proposal will pose no harm to visual amenity and will not prejudice public safety.

Yours faithfully

