

Our Ref: 19-03049

19 February 2021

55 Spring Gardens
Manchester
M2 2BY

Planning Department
Arun District Council
The Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex
BN17 5LF

LONDON
BIRMINGHAM
BRISTOL
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EDINBURGH
HUNTINGDON
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Dear Sir or Madam,

Re: Town and Country Planning (Control of Advertisements) (England) Regulations 2007 – Consent to Display Advertisements at Lidl Store, Oldlands Farm, Steyning Way, Bognor Regis, PO22 9NN

Rapleys LLP is instructed to submit an application for advertisement consent on behalf of Lidl Great Britain Limited ('Lidl'), seeking consent to display advertisements at the abovementioned site following gaining permission for the recently approved application ref. BE/126/19/PL. This advertisement application is a resubmission of recently approved application ref. BE/60/20/A.

This application has been submitted via the Planning Portal (Ref. PP-09541640) on 19th February 2021. This letter, in conjunction with the enclosed application form, drawing plans and the requisite planning fee of £132.00 comprise the applicant's advertisement consent planning application package.

The plans comprise the following:

- Location Plan, drawing ref. AD 500; and
- Proposed Fascia Signs drawing ref. AD 502

Site and Surroundings

The site is located to the northern periphery of Bognor Regis and within the built-up boundary of the town. It is situated to the south of Bognor Regis Northern Relief Road and to the east of Shripney Road (A29). There are no physical, visual historic or cultural links with any Protected Landscapes, Scheduled Ancient Monuments, Listed Buildings, Conservation Area or Historic Parks and Gardens.

The site access is from the recently constructed A29 Shripney Road/ Rowan Way roundabout, which lies at the western end of the Felpham Relief Road.

The surrounding area hosts a variety of land uses. The areas to the north of the site are predominantly rural, while the built-up settlement of Bognor Regis is to the south of the site. There are warehouses located directly adjacent to the site, to the south east.

The Proposal

This proposal is identical to the advertisement scheme approved through application ref. BE/60/20/A, with the exception of one additional fascia sign proposed to the northern elevation of the store.

This fascia sign will be identical to the two other fascia signs approved through application ref. BE/60/20/A and the full details are set out below.

Description	Dimensions	Illuminations Details
Fascia Sign	2.5m x 2.5m	Yellow surface luminance 550 cd/m2.

National and Local Planning Policy

National Planning Policy

The Government published the National Planning Policy Framework (NPPF) on February 2019 and sets out the Government's planning policies for England and how these should be applied. The Government seeks to ensure, through the planning policies set out in the NPPF (2019) that the planning system contributes to achieving sustainable development, by simultaneously meeting economic, social and environmental priorities.

Paragraph 132 of the NPPF states that 'the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'

Local Planning Policy

The Arun Local Plan

The Arun Local Plan was adopted in July 2018. The plan sets out a spatial vision, objectives and a sustainable strategy for delivering the needed growth of the District over the period 2011- 2031.

Policy D DM1 Aspects of form and design quality states that when considering any application for development the Council will have regard to delivering or contributing to the ease of navigation within new development schemes through the use of (inter alia) signage.

Advertisements Supplementary Planning Guidance

The Advertisements SPD was adopted in September 2003. It provides advice on the planning issues involved, in determining proposals requiring advertisement consent.

The guidance sets out that when considering the erection of adverts and signs, the following principles should be applied: ensuring that they are of an appropriate scale and proportion in relation to their context, avoiding visual clutter, locating main advertisements on the most prominent frontage and ensuring that the advertisement does not detract from the quality of the building.

The guidance also states that illuminated advertisements should not create glare or distractions for road users, and intermittent or very brightly lit signs will not be acceptable.

Assessment

The proposed signage scheme represents an operational requirement for Lidl as part of the relocation of their Bognor Regis store to the application site. All other aspects of the signage scheme have already been approved by the Council, with the only additional element requiring advertising consent is the additional fascia sign to the northern elevation of the store.

The fascia sign will match the fascia signs already approved through application ref. BE/60/20/A. The sign will be designed to a high-quality specification in terms of materials and design and will not have an adverse impact on the wider area. The illumination will use high-quality LEDs that minimise spillage in order to preserve the amenity of neighbouring users. The high-quality illumination proposed will ensure that the proposed signage scheme will not compromise public safety by causing an obstruction or distraction from the nearby road.

The development is considered to respect the character of the site and surrounding area. It is therefore considered to be in line with Policy D DM1 of the Local Plan and the Advertisements SPD.

Conclusion

After consideration of relevant national and local planning policy and guidance, it is considered that this application for advertisement consent is policy compliant and is therefore acceptable in planning terms. There is therefore a compelling case for the granting of advertisement consent in association with that already approved under application ref. BE/60/20/A.

We trust that the enclosed details are sufficient to enable you to validate the application and look forward to receiving your confirmation in due course. We will be pleased to address any matters raised through the consultation process.

Please contact the undersigned in the first instance should you require any further information.

Yours sincerely,

Hannah Mitchell
MGeog MRTPI
Senior Planner