

PD11898/KM/ED

20 April 2018
Planning Department
Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex
BN17 5LF

Via the Planning Portal
Ref. PP-06843358

Dear Sir / Madam

**BOGNOR REGIS RETAIL PARK, SHRIPNEY ROAD, BOGNOR REGIS, PO22 9TR
APPLICATION FOR ADVERTISEMENT CONSENT TO DISPLAY REPLACEMENT AND NEW EXTERNAL
SIGNAGE**

On behalf of our client, Zurich Assurance Ltd Life ("the Applicant"), please find enclosed an application for advertisement consent to display external signage at Bognor Regis Retail Park, Shripney Road, Bognor Regis, PO22 9TR. The proposals comprise the replacement of an existing signage totem at the entrance to the Retail Park on Rowan Way, and a new totem along Shripney Road.

The following drawings are submitted in respect of the proposed signage totems:

- Site Location Plan – Existing Signage (Drawing Ref. L172113-D09-003);
- Site Location Plan – Proposed Signage (Drawing Ref. L172113-D09-004);
- Existing Signage Plan (Drawing Ref. L172133-D09-001);
- Proposed Signage Plan (Drawing Ref. L172133-D09-002);
- Proposed Face Views (Drawing Ref. 01 V. 06); and
- Frame and Fascia Panels Detail (Drawing Ref. 02 V. 06).

This application also comprises the requisite application forms duly signed and dated. The requisite application fee has been calculated as £132. This fee has been paid by the Applicant via the Planning Portal.

The Application Proposals

Full details of the proposed signage are contained on the submitted drawings. In brief, this application seeks permission for the replacement of an existing signage totem (Sign A / Sign 1) and construction of a new signage totem sign ("Sign B / Sign 2") at Bognor Regis Retail Park.

The location of the new signage is as follows; Sign A will replace an existing totem sign on the entrance into the Retail Park at Rowan Way. Sign B will be located at the south-eastern edge of the retail park, along Shripney Road.

Sign A / Sign 1

The proposals for Sign A comprises a 2.2 m wide x 5.3 m high x 0.4 m deep aluminium clad totem sign. Sign A replaces an existing sign on the entrance into the car park at Rowan Way, annotated as 'Sign 1' on Drawing Ref. L172113-D09-003. The existing sign is of a poor quality, in a state of disrepair and does not meet the requirements of existing operators at the Retail Park.

The sign background spray is finished with a semi-gloss dark grey. The proposed sign shows 8 existing retail park tenants, each with individual dimensions of 0.35 m (h) x 1.9 m (w), which are applied directly to the face of the signage via UV painted vinyl panels.

Sign A is non-illuminated. The sign is fixed into the ground via a bespoke internal steel frame, as shown on Drawing Ref. 01-V-06.

Sign B / Sign 2

The proposal for a new Sign B comprises a 2.2 m wide x 6.5 m high x 0.4 m deep aluminium clad totem sign. The main background spray is finished with a semi-gloss dark grey. The sign shows 8 tenant names, each with individual dimensions of 0.5 m (h) x 1.9 m (w).

Sign B is internally illuminated via LED lighting. The faces of the panel are fret-cut to allow fixing of the internally illuminated acrylic tenant panels. The tenant names are applied via translucent UV cured digitally printed detail to the acrylic panels.

The illumination level for Sign B will not exceed 300 candelas per square metre.

The unit is fixed into the ground via a bespoke internal steel frame, as shown on Drawing Ref. 01 V. 06.

Planning Considerations

Paragraph 1.42 of Saved Local Plan Policy GEN7 explains that applications for Advertisement Consent will be assessed against the criteria in the Supplementary Planning Guidance (SPG): Advertisements (September 2003).

Paragraph 3.1 of the SPG states that the display of outdoor advertisements can only be controlled in the interests of 'amenity' and 'public safety'.

With regards to the impact on amenity, the proposed signage has been carefully considered to respond to the landscaping, at a scale that is not out of context, as well as responding to modern retailer requirements. The

proposed signage is of a high quality, and will visually improve the appearance of Bognor Regis Retail Park contributing to the overall vitality and retail function of this established retail destination.

Sign A replaces an existing sign which is of a poor quality and does not address the requirements of the existing occupiers of the retail park. As the surrounding area is predominantly commercial, there are no residential uses that will be affected by the proposed signage.

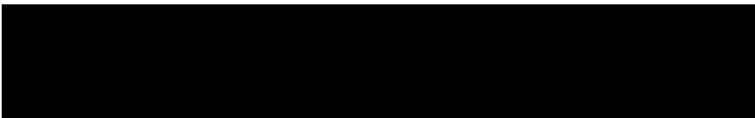
With regards to public safety, the location of the signage has been carefully considered so that it is visible from the public highway, but set back at an appropriate distance so as not to act as a distraction to drivers or impact on the visibility of other road signs.

Shripney Road provides a wide retail and commercial offer, and is supported by existing totems signs providing information as to the availability facilities within the immediate vicinity. Existing stand-alone totems are located along Shripney Road including those providing customer information in relation to Arun Retail Park, Sainsbury's Supermarket, M&S Foodhall, Kwik-Fit, Halfords, and the Bognor Car Garage immediately to the south of Bognor Regis Retail Park. The principle of totem signs along the commercial corridor of Shripney Road is established and is therefore considered to be appropriate.

In light of the above, we therefore consider the proposed signage that the proposed signage in acceptable in terms of amenity and public safety.

We look forward to receiving confirmation that this application has been registered and validated. If you have any queries, please do not hesitate to contact Emily Disken (Tel. 020 7866 7613 / Email: Emily.Disken@montagu-evans.co.uk) or Kirill Malkin (Tel. 020 7866 8689/ Email: Kirill.Malkin@montagu-evans.co.uk) or at this office.

Yours faithfully


MONTAGU EVANS LLP