

HJM/19-03049

26 June 2020

55 Spring Gardens
Manchester M2 2BY

0370 777 6292
info@rapleys.com
rapleys.com

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

LONDON
BIRMINGHAM
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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 and Oldlands Properties Ltd, seeking consent to display advertisements at the abovementioned site following gaining permission for the recently approved application ref. BE/126/19/PL.

This application has been submitted via the Planning Portal (Ref. PP-08839475) on 26th June 2020. 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 no. AD 500
- Proposed Shared Estate Totem Signage, drawing no. AD 508

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 sites access is from the recently constructed A29 Shripney Road/ Rowan Way roundabout, which lies at the western end of the Bognor Regis Northern 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

Details of the proposals are outlined in the below table:

RAPLEYS LLP IS REGISTERED AS A
LIMITED LIABILITY PARTNERSHIP
IN ENGLAND AND WALES

REGISTRATION NO: OC308311

REGISTERED OFFICE:
FALCON ROAD, HINCHINGBROOKE
BUSINESS PARK, HUNTINGDON
PE29 6FG

REGULATED BY RICS

No. of signs	Dimensions	Description	Illumination Details
2	7.7m x 2.5m	Totem Pole	SAPS-LED Fuse illumination. Undimmed approx. 580CD/M2, dimmed approx. 80 CD/M2 to 460 cd/m2

The totem pole signage will be located in two area of the site. One totem will be situated in the south western corner of the Lidl plot, while the other sign will be sited in the north western corner of the adjacent plan.

The totem signage will be illuminated with SAPS-LED and will have a luminance level of up to 580 cd/m2. The signage will feature the Lidl Logo as well as details for other tenants of the site. The lettered panels will be square milled with foiled acryl glass on front panels. The front panels will be lacquered in RAL 9006 white aluminium, while the base will be lacquered in RAL 7024 graphite grey.

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, when proposing advertising that requires 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.

With regards to high level signs specifically, the guidance states that high level signs are potentially visually intrusive and those which would face directly onto residential areas will not be allowed. The guidance also states that only advertisements referring to the business or activity at the particular premises are permitted to be displayed.

Assessment

The proposed signage scheme represents an operational requirement for Lidl as part of their development of creating a new store in this location. In total, the proposal comprises two totem poles. The proposal considered to be proportionate to the scale of the retail unit.

The proposed signage scheme 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. Furthermore, the totem signage will refer only to the business located within this area.

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 the current planning application.

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,

H. Mitchell

Hannah Mitchell
MGeog MRTPI
Senior Planner
Hannah.Mitchell@rapleys.com
07760170707