



**HOTHAMTON GARDENS
BOGNOR REGIS
WEST SUSSEX**

**DESIGN AND ACCESS / PLANNING STATEMENT
TO ACCOMPANY APPLICATION
FOR ADVERTISING CONSENT FOR NEW SIGNAGE**

SEPTEMBER 2018

**Sloane & Brown Ltd
Unit 3B Woodhorn Business Centre
Woodhorn Lane
Oving Chichester
West Sussex PO20 2BX**

INTRODUCTION

This Design and Access / Planning Statement accompanies an application for advertising consent for new signage to various areas at Hothamton Gardens, Bognor Regis, West Sussex.

The advertising signs would be used to promote and raise awareness of the proposed redevelopment of Hothamton Park as a linear park, and detailed proposals for this development will be the subject of a separate planning application.

SITE HISTORY

There are no relevant planning applications relating to the site.

DESIGN PRINCIPLES AND CONCEPTS

The proposals are to advertise and promote the proposed redevelopment of the Hothamton Park site in order to help inform members of the public and to raise awareness of the proposals. The signs would deliberately be located in relatively high profile, easily visible and accessible areas but they would not be located where they would cause obstruction, block public rights of way, or result in highway safety issues.

The exact content of each sign is not known at this stage, but would include information relating to concept designs of the proposed redevelopment of the site including visuals / images and text together with logos of involved parties.

The signs would be removed after a period of time which is yet to be determined.

ASSESSMENT OF PHYSICAL CONTEXT

The site is located close to the town centre of Bognor Regis and comprises areas of public car parking and public gardens.

The site is generally level, with some area of the gardens being sunken.

There are various areas of planting on the site but this will not be affected by the proposals.

SCALE

The application is for new signage only. Details of the sizes of the signs have been shown on the submitted drawings.

LAYOUT

The current layout of the site would not change.

SUMMARY

The proposal is for advertising consent for new signage.

National planning policy together with development plan policies and supplementary planning guidance has been fully taken into account when preparing and submitting the planning application. This proposal should be acceptable in principle, and would not detract from the quality of the area or have any harmful impact upon the amenities of neighbouring residents.

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Unit 3B Woodhorn Business Centre
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Oving Chichester
West Sussex PO20 2BX
Tel 01243 774764**