

Planning Statement

Felpham Parish Gateway Signs: Upper Bognor Road, Felpham Way, Flansham Road and Middleton Road , Bognor Regis, West Sussex

Assessment and Physical Context

There are four road side sites, located at the boundaries of the Felpham Parish Area. Each has been verified by the West Sussex Highways and Transport Manager as suitable locations in verges adjacent to the highways they are to be located on.

Social, Economic and Planning context.

The Parish have developed a series of high quality images of the Village context. Gateway signs are a visual informative to promote the local Heritage, Leisure and Wellbeing of the Community, to passing commuters and visitors

The proposal will reinforce the street scene and identity of each locale to produce a good design solution to ensure the proposals meet the requirements of Local Plan Sections 7, 10, 13, 14 and 15 with a high quality in design, visually integrated in context, subservient in form not compromising the spatial character and creating a positive addition.

Involvement of Local Interests

West Sussex Highways and Transport, The Felpham Parish Council.

Evaluation and Design Principles

The Gateway signs are designed with 3.3M high post above ground level with cantilever support brackets in simple form, decorated black with printed graphic sign rigid panel, depicting local Heritage and Wellbeing scenes. The locations are set away from the highway kerbs for safety and to avoid traffic damage.

Amount of Development

Single post at each location located 1.9 to 2.0m from the highway kerb.

Layout

As described on the accompanying drawings, each Gateway sign makes good use off the site and does not impinge on adjacent property or detract from their amenity.

Scale

The Gateway sign is in proportion within the context of the street scene.

Landscaping

Existing highway grass verges at each location, with clear forward visibility.

Appearance

Simple black finish tube pole with decorative cantilever brackets and rigid sign panel designed by Love Signs.

Access

Access for ambulant persons with disabilities via footpaths and roads link the sites to local distributor roads and local services.

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Flood risk

No greater risk than existing.

Drainage Statement

No change.

Land contamination assessment

Not applicable

Noise Assessment.

Not applicable

Biodiversity

A walk over survey was conducted and no visible evidence was present for Protected Species referred to in the Arun Biodiversity check list. The sites have maintained grass verges with adjacent footpaths and roads.