

Our ref. : AB1865/LPA080819

Planning Services
Arun District Council
Civic Centre
Littlehampton
West Sussex
BN17 5LF

8th August 2019

Dear Sir/Madam,

**PLANNING APPLICATION AND ASSOCIATED EXPRESS ADVERTISEMENT CONSENT APPLICATION
4 BROADMARK PARADE, BROADMARK LANE, RUSTINGTON, BN16 2NE**

Please find enclosed a planning application and associated express advertisement consent application being submitted to Arun District Council (the LPA) relating to the ground floor commercial premises at 4 Broadmark Parade, Broadmark Lane, Rustington, BN16 2NE.

This Section 73 application comprises the following documentation, and is being submitted electronically via the Planning Portal;

- Completed application forms and ownership certificates.
- Completed Community Infrastructure Levy (CIL) form.
- This covering letter prepared by Beamish Planning Consultancy, incorporating a supporting planning statement.
- 1:1250 scale OS plan with the application site outlined in red.
- Drawing No. 0000/2019/PL212 Rev. A – existing and proposed shopfront elevations and fascia section.
- Drawing No. 0000/2019/G211 Rev. B – proposed external elevations.

Payment of the statutory application fee of £366 (£234 for the statutory planning application fee and £132 for the express advertisement consent application fee) has been made electronically when submitting this application via the Planning Portal.

Details of proposals

In June 2019, the LPA granted planning permission (application ref. R/34/19/PL) for the following development at the application site;

‘Change of use of this vacant, former A1 (shop) ground floor premises to a mixed A3/A5 (restaurant and hot food takeaway) use, incorporating the erection of a single storey rear extension, replacement shopfront, and associated plant and extraction equipment.’

ADDRESS - 94 CHATHAM HOUSE, RACECOURSE ROAD, NEWBURY, RG14 7GJ

Subsequently, prior to the implementation of that planning permission, in June 2019 this Practice submitted an application under Section 73 of the Town and Country Planning 1990 (as amended) seeking a variation of condition (3) imposed upon that permission, relating to the hours when deliveries and servicing can take place. That application (ref. R/141/19/PL) is currently being considered by the LPA (the Case Officer is Anita Gardner).

A replacement shopfront was approved as part of the LPA's determination of planning application ref. R/34/19/PL, but the intended operator now wishes to make minor changes to the approved (but as yet unimplemented shopfront). This could have been dealt with by way of either a Section 96A or a Section 73 amendment, but given we are also now applying for express advertisement consent for signage associated with the approved use, for the sake of completeness it was considered simplest to submit a further planning application for the revised shopfront.

The only differences between the previously approved shopfront (as detailed on previously approved drawing no. 2940/PL211 Rev. C) and the shopfront for which planning permission is now sought is that the height of the stallriser has been reduced and a vertical brick pillar has been omitted, thereby providing a more symmetrical and simpler frontage.

Accordingly, the design and appearance of the proposed replacement shopfront will remain in keeping with the design and appearance of Broadmark Parade as a whole, according with adopted Local Plan policies D SP1 (Design) and D DM1 (Aspects of Form and Design Quality).

It should be stressed that all other operational development shown on the accompanying plans, such as the rear extension and all of the associated plant and extraction equipment, have already been approved by the LPA by way of the granting of planning application ref. R/34/19/PL.

With regards to the proposed signage, new fascia signage is proposed in the form of both internally illuminated lettering and a centrally located (above the entrance door) internally illuminated company logo sign, with the fascia also externally illuminated by downward facing trough lighting. A single internally illuminated projecting sign is also proposed.

In addition to the proposed signage on the front elevation of the premises, a single non-illuminated directional sign measuring 2.5 metres wide by 0.7 metres high is proposed to be affixed to the rear elevation of the already approved rear extension, so that users of the car park to the rear of the premises will be directed on foot along the access way to the front of the application premises and the rest of the parade.

The LPA has no specific planning policies or associated guidance relating to advertisements, but, having regard to the only two material considerations which the determination of express advertisement consent applications must have regard to, namely amenity and public safety, there is no reason why the proposed signage, which would form part of an existing commercial unit within a retail parade, would have any adverse impact upon either amenity or public safety.

Accordingly, express advertisement consent should be granted for the various signage elements proposed by the express advertisement consent application, having regard to the development plan, national planning guidance as set out in both the NPPF and NPPG and all other material considerations.

Conclusion

For the reasons set out within this supporting statement, and having regard to the development plan and all other material planning considerations, both planning permission (for the replacement shopfront) and express advertisement consent (for the proposed signage) should be granted by the LPA, subject to the imposition of appropriate and reasonable conditions.

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We look forward to corresponding with the Case Officer to whom this planning application and associated express advertisement consent application is allocated in the coming weeks, but in the meantime should any further information or clarification be required please do not hesitate to contact us.

Yours faithfully,



Adam Beamish
BA (Hons), DIP TRP, MRTPI

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