



Our Ref. A078534
Planning Portal Ref. PP- 02929644

Mr C. Cronin
Arun District Council
Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex
BN17 5LF

07 October 2013

Dear Mr Cronin,

Sainsbury's Supermarkets Ltd
Unit C, Rustington Retail Park, New Road, Rustington, BN16 3RT
Application for Display of Advertisements

On behalf of our client, Sainsbury's Supermarkets Ltd, please find enclosed an application for advertisement consent at the above site. This application comprises the following documents:

- ❖ Completed application form, dated 07 October 2013;
- ❖ Drawing No. CHQ.13.10201-PL20: 'Site Location Plan';
- ❖ Drawing No. CHQ.13.10201-PL26B: 'Proposed Totem Details';
- ❖ Drawing No. CHQ.13.10201-PL29: 'Proposed Car Park Signage';
- ❖ Schedule of Proposed Advertisements

The planning application fee for this application has been calculated at £110.00 and a cheque made payable to Arun District Council has been sent under separate cover. The Planning Portal reference for this payment is PP-02929644.

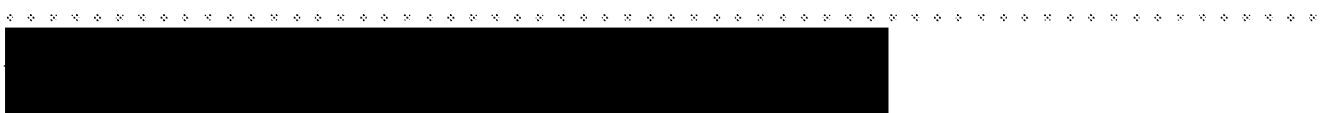
The Application Site

The application site is the former Sainsbury's store at the Rustington Retail Park. The site is in an out of centre location, north east of Rustington Town Centre. Planning permission was granted on 1st November 2012 for the redevelopment of the site comprising the demolition of the existing building and construction of a Class A1 foodstore, service yard, covered customer car park and landscaping improvements.

The site is accessed off New Road which is to the north of the site. The site forms part of the wider Rustington Retail Park which contains a Halfords and Pets at Home store, along with the former Focus Unit, which is currently in use as a temporary Sainsbury's store whilst the site is being redeveloped.

Scheme Proposal

This application follows application ref. R/139/13/A which was determined on 22nd August 2013 with a split decision. The refused element of the application included an internally illuminated sky sign and 5m totem sign. The sky sign has now been removed from the scheme. Within this application, it is proposed to relocate the proposed 5m totem. This sign was originally refused on the basis that the placing of the sign would have resulted in the removal of a number of trees which contribute to the character and amenity of the area. The revised totem sign is now located in a position which will not affect any existing landscaping, and should therefore now be acceptable.





In addition to the new totem sign, new car park signage is also proposed which aims to provide clear and useful directions for customers using the car park. The proposed signage includes:

- ✧ 1 x non-illuminated headroom sign;
- ✧ 2 x non-illuminated pedestrian crossing sign;
- ✧ 2 x non-illuminated disabled parking sign;
- ✧ 2 x non-illuminated recycling bay sign;
- ✧ 2 x non-illuminated bus stop sign;
- ✧ 2 x non-illuminated no entry/give way sign;
- ✧ 2 x non-illuminated motorcycle sign;
- ✧ 2 x non-illuminated cycle sign;
- ✧ 2 x non-illuminated pick up point sign;
- ✧ 1 x illuminated pedestrian totem.

Full details of the proposed advertisements can be found on the submitted plans. Please also find enclosed a schedule of proposed advertisements which provides all the information required for each sign – this has been provided in lieu of the details on the application form.

Planning Policy

The proposed development has been assessed in the context of national and local planning policy, which provide support for the principle of the scheme. Paragraph 67 of the NPPF states that “only those advertisements which will clearly have an appreciable impact on a building or their surroundings should be subject to the local planning authority’s detailed assessment.” The proposed signage complements the approved redevelopment scheme, and will not have an adverse impact on the visual amenity or highway safety of the surrounding locality.

All documents and drawings have been submitted in an electronic format via Planning Portal (Ref. PP-02929644), apart from the application fee cheque. This has been sent separately, with the application reference clearly stated.

We trust that the information submitted will enable you to register the application and we look forward to receiving written confirmation of this in due course. In the meantime, please do not hesitate to contact myself or my colleague, Peter French, if you have any queries.

Yours sincerely,



Alice Broomfield
Assistant Town Planner
For and on behalf of WYG Planning & Environment

