

Planning Department
Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex, BN17 5LF

Our Ref: RUBA-CS.180914

14th September 2018

Dear Sirs,

**TOWN & COUNTRY PLANNING ACT (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007 --
CONSENT TO DISPLAY ADVERTISEMENT AT BROOKSIDE AVENUE, RUSTINGTON, BN16 3LF**

Please find enclosed an application for consent to display advertisements at the aforementioned premises, as follows:

“Installation of a single double-sided non-illuminated monolith sign”

Accordingly, his application has been submitted via the on-line Planning Portal, and is accompanied with the following:

1. Completed advertisement application form;
2. Site location plan
3. Block plan
4. Proposed signage scheme drawing and details

The Proposal

Specifically, the proposal is for a single double-sided estate sign to be positioned as shown on the block plan accompanying this application.

The totem proposed will be free-standing double-sided non-illuminated monolith sign 3500mm (h) x 1350mm (w) consisting of an internal steel sub frame, clad with rolled and folded aluminium panels, painted with applied digital prints with UV laminate and the header is to have applied white vinyl text.

Site and Surroundings

The totem will be located at the entrance to our new development at Brookside Avenue and in area of commercial premises.

The site is not within or adjacent to a Conservation Area and is not subject to any other designations. There are no buildings or structures which are statutory or locally listed in proximity to the site, and no tree preservation orders exist on the site.

0113 2666000/Rustington - Brookside A - ref:Planning@HARGREAVES.CO.UK/14/00014/Block Plan - sent by James Dwyer on 14/09/2018

Arun District Council

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ADVERTISING - BROOKSIDE AVENUE, RUSTINGTON

Government Planning Guidance

Government guidance on advertising proposals is contained within the National Planning Policy Framework (NPPF), published in July 2018.

It notes the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interest of amenity and public safety.

Planning Issues

As confirmed in national policy, there are only two matters for consideration relative to signage, namely amenity and public safety.

The signage proposed has a clean symmetrical design, and will be of benefit to the street scene – particularly because, it reflects the site's position on a main road and will provide visibility for passing traffic.

The proposed signage will bring a fresh and vibrant look to the front of the site. We would not consider it to have any detrimental impact on either amenity or public safety noting the fact the sign will be set back from the public highway.

Conclusion

The size and styling of the proposed signs complement the overall site and contributes positively towards a friendly, clean, welcoming and visually appealing environment. As a result, the signage scheme is informative but not intrusive.

Consequently, the proposal conforms to the objectives of the NPPF by being respectful to the site's location in relation to the highway network and the surrounding area.

It is therefore, respectfully requested that advertisement consent is forthcoming. In the meantime, we look forward to receiving confirmation that the application has been registered and validated.

Yours sincerely



JAMES BELBIN

Direct Line: (01903) 777719

Direct Fax: (01903) 777727

