

04 January 2013

Our Ref: A078534/CM/sp

Planning Portal Ref: PP-02372085

Planning Department

Arun District Council

Arun Civic Centre

Maltravers Road

Littlehampton

West Sussex

BN17 5LF

Dear Sir or Madam,

Former Focus Unit A, Rustington Retail Park, New Road, Rustington, BN16 3RT

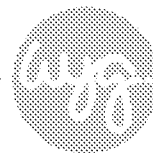
On behalf of our client, Sainsbury's Supermarkets Ltd, we write to enclose an application for the temporary display of advertisements at the above referenced address. This application is complementary to planning permission granted for the change of use of former Focus retail unit to temporary Class A1 food store, Reference No. R/60/12. The application is composed of the following documents:

- Drawing No. CHQ.11.9647-PL17, Site Location Plan (1:1250@A3)
- Drawing No. CHQ.12.9647-PL22, Block Plan (1:500@A3)
- Drawing No. CHQ.12.9647-PL18, Proposed Elevations Showing Signage (1:100@A0)
- Drawing No. CHQ.12.9647-PL19, Proposed Welcome Walls (1:50@A3)
- Drawing No. CHQ.12.9647-PL20, Proposed Signage Details (1:50/1:100@A3)
- Schedule of Proposed Advertisements
- Drawing No. CHQ.11.9647, Proposed Signage Photos of Totem Branding (for information only)

All drawings and plans have been prepared by CHQ Partnership Ltd.

The Site

The proposed scheme comprises the display of advertisements for an 18 month period during which the currently vacant Focus unit at Rustington Retail Park will temporarily be used as a temporary supermarket while the existing Sainsbury's store is closed for redevelopment.



The site is situated within Rustington Retail Park in the north of Rustington. The site is bounded by New Road to the north, Mill Lane to the west, and a railway line to the south which forms a buffer between the retail park and the adjacent residential area. The former Focus unit faces the existing car park, and is separated from New Road and Mill Lane by significant vegetation and planting. Rustington Retail Park continues to the east of the unit.

Scheme Proposal

This application seeks advertisement consent for advertisement consent in order to provide signage appropriate for the above referenced temporary use of the unit by Sainsbury's. Full details of the advertisements can be found on the submitted plans. In summary, the following signage is proposed:

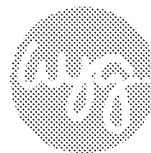
- 3 x Non-illuminated Signage, Wall Mounted;
- 2 x Non-illuminated Welcome Wall, Wall Mounted.

Please find enclosed with the application a schedule of proposed advertisements which provides all the information required on each sign – this has been provided in lieu of the details on the application form.

The use of the former Focus unit for a foodstore has been granted planning permission for an 18 month period during the construction of a replacement Sainsbury's store. As such, the display of advertisements is sought for the same 18 month period during which the former Focus unit will serve as a temporary Sainsbury's store.

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 existing retail park location and will not have an adverse impact on the visual amenity or highway safety of the locality. As such, this application should be approved without delay.

It should be noted that the rebranding of the two existing totem signs on site is also proposed, however we do not consider this minor alteration to existing signage requires planning permission. The following excerpt from *Town and County Planning (Control of Advertisements) (England) Regulations 2007* (Circular 03/2007 Paragraph 12) sets out the reason such signage is exempt from a requirement of planning permission:



"A change of occupancy of premises may sometimes result in the need for a minor change to an advertisement which has previously received the local planning authority's express consent. The Secretary of State considers that it would be reasonable for local planning authorities to allow minor changes (e.g. where the name of the occupier changes, but the size and type of display otherwise remain substantially unaltered), without requiring another advertisement application."

[Paragraph 12]

As per the above example, the occupier of the unit has changed, but the size and type of display on the existing totem signs will remain substantially unaltered. We have included a photo montage of the proposed signage which provides clear evidence of this (Drawing No. CHQ.11.9647). Should the Council take a different view, please notify us urgently.

All documents and drawings have been submitted in an electronic format via Planning Portal (Ref. PP-02372085), 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, Serena Page, if you have any queries.

Yours sincerely,



Charlotte Mitchell
Assistant Town Planner
For and on behalf of WYG Planning & Environment

