Ref: A100636/BS/bs
Date: 25 November 2016

Planning Services
Staffordshire Moorlands District Council
Moorlands House
Stockwell Street
Leek
Staffordshire Moorlands
ST13 6HQ

Submission via Planning Portal

Dear Sirs,

SAINSBURY'S SUPERMARKETS LTD
SAINSBURY'S STORE, WHARF ROAD, BIDDULPH, STOKE ON TRENT, ST8 6AJ
ADVERTISEMENT CONSENT APPLICATION FOR NEW, REPLACEMENT AND AMENDED SIGNAGE AT STORE

Introduction

Please find enclosed, on behalf of our client, Sainsbury's Supermarkets Ltd, an application seeking advertisement consent for a package of new, replacement and amended signs at the Sainsbury's store, Wharf Road, Biddulph.

The advertisements are proposed as part of a rebranding/modernisation of the store. Existing signs at the store will be amended with new corporate branding and signs advertising additional services offered at the store will be displayed. Following the acquisition of Home Retail Group by Sainsbury's in September 2016, this advertisement consent application provides details of the new and amended signage required to reflect the new Argos at the store.

The Application Site

The store is located at the corner of Wharf Road and the High Street, with main entrance to the store fronting the High Street. The customer car park and service yard are located to the rear of the store, bounded to the west by Wharf Road and Meadows Way.

The Proposed Advertisements

The proposed signs include:

- 2 no. amended internally illuminated totem signs;
- 2 no. amended non-illuminated pedestrian totem signs;
- 4 no. new internally illuminated fascia signs;
- 1 no. replacement Sainsbury's welcome wall sign; and
- 1 no. new wall mounted building sign.

Full details of the location, size, colour and material of the proposed advertisements can be found on the submitted drawings (ref nos. G_50541 – G Item 1, G_50541 – G Item 2, G_50541 – G Items 3 & 4,

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G_50541 – G Item 5, G_50541 – G Item 6, G_50541 – G Item 7, G_50541 – G Item 9 and G_50541 – Items 10 & 11) and within the application form.

In line with the guidance contained within the NPPF, the proposed advertisements must be considered in terms of amenity and public safety. In relation to amenity, the size, nature and design of the proposed signs are consistent with the scale and function of the foodstore. It is important to note that a number of the signs proposed are to amend or replace advertisements which have previously been found to be acceptable by the Council.

The existing 2 no. totem signs located off Meadows Way and Wharf Road are to be amended as part of the application proposals. It is proposed to replace the bottom panel of each totem with a new aluminium panel displaying Argos branding. The panel will measure 1.35m high and 1.88m wide and will be internally illuminated with a maximum illumination of 350 cd per sq m. Similarly, the existing 2 no. pedestrian totem signs at the store are also proposed to be amended to reflect the current retail offer. An Argos vinyl overlay will be applied to the bottom of the existing signs, measuring 0.4m high and 0.6m wide. These signs will be non-illuminated.

The building signs proposed as part of the application include 4 no. new fascia signs, 1 no. replacement Sainsbury's welcome wall sign, and 1 no. new wall mounted building sign. The 4 no. new fascia signs will be located on the north, east and west elevations of the store. Two of the new fascia signs will be located on east elevation of the store, near to the main customer entrance. One of which will measure 2.7m wide and 1.1m high, and the other will measure 4.5m wide and 1m high. Both will comprise an aluminium stencil cut box with Argos branding and will be internally illuminated with a maximum illumination of 350 cd per sq m. The new fascia signs on the north and west elevations will measure 3m wide and 2m high and will be located underneath the existing Sainsbury's building signs. Both will comprise Argos branding and will be internally illuminated with a maximum illumination of 350 cd per sq m.

Other building signage proposed as part of the application includes 1 no. replacement Sainsbury's welcome wall sign and 1 no. new wall mounted building sign, both of which will be located on the west elevation. The Sainsbury's welcome wall sign will measure 1.48m wide and 2.55m high and will be non-illuminated. The 1 no. new wall mounted building sign will comprise branding for Argos and will measure 1.13m wide and 2.55m high. Similar to the Sainsbury's welcome wall sign, it will also be non-illuminated.

The new signage proposed is considered to provide commercial prominence for Argos, albeit in a manner balanced with the character and appearance of the surrounding context. The signs are of a similar size to the existing Sainsbury's signage at the store and will be viewed in the context of the existing building and surface level car park.

In light of the location of the proposed new and replacement signage, there will not be any material harm arising in terms of highway or public safety. Therefore, the advertisements are considered acceptable, in line with prevailing policy.

The Application Submission

Accordingly, please find enclosed the following:

- Completed Application Form; and
- The following drawings:
    - Site Location Plan (drawing no. G_50541 – G 2.2)
    - Proposed Signage Location Plan (drawing no. G_50541 – G 2.1)
    - Existing Elevations (drawing no. G_50541 – G 3.1)
    - Proposed Elevations (drawing no. G_50541 – G 3.2)
    - Signage Proposal – Totem Sign (drawing no. G_50541 – G Item 1)
    - Signage Proposal – Totem Sign (drawing no. G_50541 – G Item 2)
    - Signage Proposal – Pedestrian Totem Signs (drawing no. G_50541 – G Items 3 & 4)
    - Signage Proposal – Fascia Sign (drawing no. G_50541 – G Item 5)

- Signage Proposal – Fascia Sign (drawing no. G_50541 – G Item 6)
- Signage Proposal – Fascia Sign (drawing no. G_50541 – G Item 7)
- Signage Proposal – Welcome Wall Panels (drawing no. G_50541 – G Item 9)
- Signage Proposal – Fascia Sign (drawing no. G_50541 – G Items 10 & 11)

A cheque to the value of £110 being the requisite application fee has been sent to the Council under separate cover.

Summary

This advertisement consent application includes details of the new, replacement and amended signage required at the Sainsbury's store, Wharf Road, Biddulph. The signs proposed, will replace/modernise existing signs, and reflect the current retail offer at the Sainsbury's store. They are considered to be appropriate given the nature and function of the foodstore and having regard to the character and appearance of the immediate area. They accord fully with the guidance contained within the National Planning Policy Framework (NPPF) and the National Planning Practice Guidance (NPPG) and relevant development plan policy in so far as it is material to consideration of the proposals.

We look forward to receiving confirmation of registration of the advertisement application in due course. In the meantime, please contact us if you have any queries.

Yours faithfully

BScott

Beatrice Scott
Senior Planner

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