Ref: A100636/BS/bs
Date: 10 March 2017

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 FASCIA SIGN AT STORE

Introduction

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

As the Council will be aware, an advertisement consent application was submitted in November 2016 for a package of new, replacement and amended signage at the store (ref no. SMD/2016/0750). This application was subsequently granted in February 2017 subject to conditions, one of which was as follows:

Notwithstanding the details shown on the submitted plans no consent is hereby granted or implied for the sign marked item 7 on the side elevation on the application building as shown on drawing number G_50541-G Page 2.1; G_50541-G Page 3.2, and G_50541-G Page 4.6.

In light of this decision, our client has decided to proceed with this application solely for the new fascia sign proposed on the northern elevation of the store which is the subject of the aforementioned condition (Item 7). The sign is important and viewed as business critical for our client hence the submission of this further application. The proposed sign in terms of its design, scale and location remains as per the previously determined application.

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 sign includes 1 no. new internally illuminated fascia sign. Full details of the location, size, colour and material of the proposed advertisement can be found on the submitted drawing (ref nos. G_50541-J 3.1 and G_50541-J 4.1) and within the application form.

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In line with the guidance contained within the NPPF, the proposed advertisement must be considered in terms of amenity and public safety. In relation to amenity, the size, nature and design of the proposed sign is consistent with the scale and function of the foodstore.

The new fascia sign on the north elevation will measure 3m wide and 2m high and will be located underneath the existing Sainsbury's building sign. The sign will comprise Argos branding and will be internally illuminated with a maximum illumination of 350 cd per sq m. It will complement the already approved package of signs at the store and is considered to provide commercial prominence for Argos, albeit in a manner balanced with the character and appearance of the surrounding context. The sign is of a similar size to the existing Sainsbury's signage at the store and will be viewed in the context of the existing building.

In light of the location of the proposed new sign, there will not be any material harm arising in terms of highway or public safety. Therefore, the advertisement is 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 – J 2.2)
    - Proposed Signage Location Plan (drawing no. G_50541 – J 2.1)
    - Existing and Proposed Elevations (drawing no. G_50541 – J 3.1)
    - Signage Proposal – Fascia Sign (drawing no. G_50541 – J 4.1)

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 a new fascia sign required at the Sainsbury's store, Wharf Road, Biddulph. The sign proposed is considered to be appropriate given the nature and function of the foodstore and having regard to the character and appearance of the immediate area. It accords 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

Enc.