Our Ref: A104878/JS/js
Date: 25 July 2017

Planning Department
Staffordshire Moorlands District Council
Stockwell Street
Leek
Staffordshire Moorlands
ST13 6HQ

Dear Sir/Madam

SAINSBURY'S SUPERMARKETS LTD
SAINSBURY'S SUPERMARKET, CHURNET WAY, LEEK, ST13 8YG
ADVERTISEMENT CONSENT APPLICATION FOR NEW AND AMENDED SIGNAGE
PLANNING PORTAL REFERENCE: PP-06254399

Introduction

On behalf of our client, Sainsbury's Supermarkets Ltd, please find enclosed an advertisement consent application for new and amended signage at the Sainsbury's Store, Churnet Way, Leek.

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 and updated retail offer at the store.

The Application Site

The application site is the existing Sainsbury's store and petrol filling station located at Churnet Way, Leek. The store has relatively recently been redeveloped as part of a mixed-use scheme comprising employment, retail and residential uses alongside the foodstore, car park and petrol filling station.

The Proposed Advertisements

The proposed signs include:

- 2no. Amended double sided totems;
- 2no. New illuminated fascia signs; and
- 2no. New concession wall panels;

Full details of the location, size, colour and material of the proposed advertisements can be found on the submitted drawings and within the schedule of proposed advertisements included within this application.

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creative minds safe hands

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 advertisements which have previously been found to be acceptable by the Council.

In light of the location of the proposed new signage and also the amended 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.

Accordingly, please find enclosed the following:

- Completed application form;
- Schedule of Proposed Advertisements; and
- The following drawings:
    - Advertisement Location Plan (Drawings G_52231 Page 2.1)
    - Site Location Plan (Drawing G_52231 Page 2.2)
    - Elevations (Drawing G_52231 Page 3.1)
    - Item 1 (Drawing G_52231 Page 4.1)
    - Item 2 (Drawing G_52231 Page 4.2)
    - Item 3 (Drawing G_52231 Page 4.3)
    - Item 4 (Drawing G_52231 Page 4.4)
    - Item 5 (Drawing G_52231 Page 4.5)

A cheque for £110.00 being the requisite application fee has been sent to the council under a separate covering letter

Summary

This advertisement consent application includes details of the new, replacement and amended signage required at the Sainsbury's store, Churnet Way, Leek, following the acquisition of Home Retail Group by Sainsbury's. The proposed signs will reflect the current retail offer at the Sainsbury's store and 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. The signs 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 applications in due course. In the meantime, please contact us if you have any queries.

Yours Faithfully,



John Shakespear
Town Planner
WYG Group Limited