From: lizeardley124 <>
Sent: 05 February 2018 12:40
To: Planning (SMDC)
Cc: Swithenbank, Arne; David
Subject: Fwd: Re: Application No. SMD/2018/0042 - Wm Morrison Supermarket PLC

Dear Sirs

Further to my e-mail below, whilst upstairs this morning, I observed a gentleman attaching a Notice to the 'Entry' sign at Morrison's Petrol Station. He then took photographs of the Car Wash Exit & Totem Pole. He then walked across the bridge & turned to take photos towards the front of the Kiosk.

I don't think he took a photo of the Sign on the Gable End of the Kiosk on Burton Street. As this Sign is one of our concerns as mentioned below, would you please ensure this is taken into consideration.

Yours faithfully

Elizabeth Eardley & David Peet

Sent from Samsung Mobile on O2

-------- Original message --------
From: lizeardley124 <
Date: 01/02/2018 13:54 (GMT+00:00)
To: planning@staffsmoorlands.gov.uk
Subject: Re: Application No. SMD/2018/0042 - Wm Morrison Supermarket PLC

Dear Sirs

Further to your letter dated 25th January which we received yesterday, my Partner David Peet & I have several concerns regarding the above application & wish to express these.

We've experienced a number of issues with Morrison's Signage which date back to 2005 & which I hold copies of our e-mails to the Planning Department & also your responses. There are several of these over the years.

I've discussed some of our concerns with Arne Swithenbank on the telephone this morning.

Firstly, the height of the new TOTEM POLE will be 4 metres. Mr Swithenbank can't confirm the height of the existing one at present. When Morrison's took Safeway over, they installed an horrendous Totem Pole standing at approximately 6.35 metres (ME/05/01044/ADV). We fought to have this reduced in height to a more acceptable one in 2005.

Secondly, another big concern is the application for an ILLUMINATED CAR WASH SIGN ON THE SIDE OF BURTON STREET. When Morrison's submitted an application in June 2008 (LG/08/01044/ADV), this quite clearly states a NON ILLUMINATED one. Despite this they initially installed an ILLUMINATED one. My Partner e-mailed Planning as the light generated by this Sign was so dazzling it lite up the drive of the Petrol Station, the road in Burton Street, the front & side of our house & also that of our neighbour (No 2 Hampton Court) & also our house internally. My Partner also mentioned that the bottom house in Burton Street which was unoccupied at the time, was also probably affected by the light. Fortunately Morrison's removed the Illuminated Sign & replaced this with just normal signage.

Thirdly, regarding this original application no. for the Car Wash, this also referred to the Kiosk Fascia. Morrison's had installed an ILLUMINATED sign here on Burton Street side, on the Gable end. They'd not had permission for this before & if my memory serves me correctly, there wasn't a sign on the Gable end when Safeway owned the store. Luckily Morrison's disconnected power to the Sign so it hasn't been a problem for several years.

Lastly, all Illuminated Signage at the Store should be turned off after close of Business. Will this be the case with the new Signage please?

To recap, would you kindly confirm that the height of the new Totem Pole won't exceed the height of the existing one, that the Car Wash Sign will be NON ILLUMINATED on the side of Burton Street, the Sign on the Gable end of the Kiosk on Burton Street will remain switched off & finally all Signs will be switched off after close of Business.

As you can appreciate, as our house stands on an elevated plot directly overlooking the Petrol Station, Illuminated signage is the last thing we need. It's bad enough having the top of the Totem Pole raising above the height of our conifer hedge!

Yours faithfully

Elizabeth Eardley & David Peet
1 Hampton Court
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Staffs
ST13 8XZ

Sent from Samsung Mobile on O2