HIGH PEAK BOROUGH COUNCIL
POST ROOM
REC'D 17 OCT 2011

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High Peak Borough Council
Development Control Team,
Municipal Buildings
Glossop
Derbyshire
SK13 8AF

LOGGED

By post
Our ref.14790011

12 October 2011

Dear Sir or Madam

SAINSBURY'S LOCAL, TORR TOP STREET, NEW MILLS
APPLICATION FOR ADVERTISEMENT CONSENT

On behalf of our client, Sainsbury's Supermarkets Ltd, please find enclosed a application for the erection of signage at the Sainsbury's Local Torr Top Street, New Mills. These works are associated with Sainsbury's use of the retail unit as a 'Sainsbury's Local' convenience store.

The application package comprises four copies of the following:

- Signed and completed application forms;
- Complete package of application drawings; and
- Photographs of the previous signage

In addition to the above, we also enclose a cheque for £95, made payable to High Peak Borough Council, in payment of the applicable application fee.

The site is located in the town on New Mills, at the Top of Torr Top Street, close to the junction with Market Street. The building comprises of a single storey retail unit with an adjoining two storey delivery and backup area, which is set back from Torr Top Street. The site has been recently occupied by a Sainsbury's convenience store and was previously a SPAR.

The main customer entrance to the site is located on the Torr Top Street Frontage. Deliveries and servicing are undertaken in the existing delivery area to the side of the store where there is parking for delivery vehicles.

Adjacent to the site, and within the same building, is a Post Office. Car parking for the store is provided to the north of the site, beyond the Post Office and on the opposite side of Torr Top Street adjacent to the Royal Oak public house.

The Local Plan identifies New Mills as a second tier centre and the proposal maps shows the site to be situated in an edge of centre location, immediately adjacent to the town centre boundary (which runs down Torr Top Street). The proposal map also shows that the site is within the New Mills Conservation Area. It is not a listed building.

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This application seeks retrospective advertisement consent for Sainsbury's signage on the Torr Top street frontage (elevation A), on the northern elevation of the unit adjacent to the car park (elevation B) and on the southern elevation of the unit (elevation D). This signage has replaced some of the previous SPAR signage and is integral to Sainsbury's successful occupation of the unit. The signage applied for comprises;

- A facia sign on elevation B, to be externally illuminated by existing lighting;
- Two non-illuminated car park poster frames located on elevation B;
- A further non-illuminated poster frame to be located on elevation B;
- Two non-illuminated poster frames located on elevation D; and
- A non-illuminated poster frame located near the delivery area on elevation A.

Full details of the design and location of the signage are shown on the drawings submitted in support of this application. The position and scale of each sign has been carefully considered so that the advertisements add visual interest to the shop front and provide greater clarity for pedestrians and motorists without comprising safety.

Planning Policy Guidance Note 19 (PPG19) provides advice on outdoor advertisements. The PPG acknowledges that outdoor advertising is essential to commercial activity but also recognises the need to ensure that adverts are compatible with the surrounding context.

Circular 03/07 sets out the statutory requirements for considering advertisement applications. This guidance advises that the display of the advertisements can only be controlled in the interests of amenity and public safety.

The signage helps customers to identify the store and understand car parking restrictions. The signs are beneficial and do not interfere with highway or public safety. They are also in accordance with the statutory requirements set out in PPG19. With regards to visual amenity the signage does not detract from the surrounding environment of Torr Top Street.

In summary, the signage is in accordance with the statutory requirements set out in PPG19, as it will not harm public safety and it does not detract from the surrounding environment of Torr Top Street.

We look forward to receiving confirmation that the application has been registered. If you require any further information or clarification, please do not hesitate to contact Caroline Huett or myself.

Yours faithfully

Sean McGrath

Enc: As above
cc: Johanna Lee, Sainsbury's Supermarket Ltd