

Co-operative Food Supporting Planning Statement
The Subject of the Application, Property at New Mills, Church Road, New Mills,
Derbyshire, SK22 4NG
Part of National, External, Corporate Re-signing Programme.

The building in question is currently trading as a Co-operative Food Store and has done so for a number of years.

The signage already has planning approval on Ref: HPK/2016/0602.

The signage was applied for as non - illuminated.

This application is for the external illumination of the two Co-op Logos, signs B1 & B2.

Existing Signage.



Existing Asset

The store has the Co-op green signage installed which is externally illuminated.

The proposed new signage is to the group's new brand roll out which is sympathetic to the building.

The Proposal.

To install new signage as part of a national re-signing programme following the Applicants Corporate Re-Branding.

Proposed New Signage.



What is the significance of the Asset?

The Co-operative Store is a local store there to serve the community of New mills.

How has the scheme proposed taken account the significance of the Asset?

The new design for the stores new branding across the board should sit well in the Conservation Area.

There will be minimal impact on the asset or the surrounding area.

Access.

Access to the entrance to the store will not be affected by any of the new signage once installed. There may be some minor disruption during the installation but this will be kept to a minimum.

The new signage will not hinder any passing pedestrian or effect passing vehicles. It will not affect any current movement to and from the site.

Community Safety:

The Co-operative Logo will be fixed at a height of 5.591m and does not affect any pedestrian walkways, ramps or roads as required by current building regulations. The proposed signage will not obscure the view of Church Road, past the store, nor will it obscure any entrances or exits allowing the public to access the building safely during operating hours.

During the installation, the elevation will be cordoned off using barriers while safely leaving pedestrian access. All work being carried out will be carried out to a high standard and the areas where signage is not being replaced will be made good.

Environmental Sustainability:

The Replacement signage will likely aid the local economy by increasing the brands presence on the high street allowing the opportunity for more jobs to be created.

The proposed new signage will be installed with the minimum of fixings using non - ferrous fixings in order, to respect the fabric of the building by minimising the stains that result from corrosion from conventional steel fixings.

Please refer to scheme drawing for full details.

It brings a sympathetic but fresh new look to the Store.

The access to the building is not affected.

During the installation, the elevation will be cordoned off by barriers whilst safely leaving pedestrian access.