Advertisement Details

Site: Aldi food store, Unit 3, Manor Retail Park, Rustington, West Sussex
Client: Aldi Stores Ltd - Chelmsford
Date: 18/01/17
Job no: 1565-CHE

INTRODUCTION

This document accompanies the submission of an Advertisement Planning Application, with reference to the following submitted documentation:

- 1565 - CHE 100 Location Plan (A4),
- 1565 - CHE 150 Proposed Advertisement Locations (A1),
- 1565 - CHE 151 Proposed Advertisement Elevations (A1),
- 1565 - CHE 152 Proposed Advertisement Details (A1)

EXISTING SITE

A planning application for a new build Aldi food store, Unit 3, Manor Retail Park, was granted approval on the 13th June 2014 (Ref: A/125/13), which is situated within the outskirt of Rustington, within a new retail park along the A259.

PROPOSED ADVERTISEMENT DETAILS

This advertisement application is for a number of signage elements relating to a business, located within view of the business, to be advertised on a site with retail use. The locations of the proposed signage are as indicated on drawings '1565–150 Proposed Advertisement Locations(A1)', '1565-CHE 151 Proposed Advertisement Elevations(A1)'and'1565-CHE 152 Proposed Advertisement Details(A1)'.

Sign one, three, four and ten, are all single faced Aldi logo signs in aluminium signcases, fixed to the external walls at high level on all three elevations. The signs measure 2,470mm x 2,070mm x 120mm and are approximately 6,750mm above ground level. The sign panel is made from polycarbonate with screen printed five colour foils of the Aldi corporate logo.

During trading hours, static internal LED illumination is provided with a 3m light enhancement film inside the sign. The maximum symbol size is 1,018mm and is internally illuminated and an example of the sign is shown on page two.

Sign two, is a non-illuminated Aldi logo vinyl sign on the glazing, which is to be located between the entrance and exit doors to the foodstore, on the West elevation. The dimension of the logo sign is 1,240mm x 1,480mm x 1.5mm and is approximately 585mm above ground level, with the maximum symbol size being 600mm. An example of the Aldi logo vinyl is shown on page two.

Signs five and six, are full colour screen printed vinyl graphics of food and vegetables on glazing and are located along the North elevation. The overall dimension of the signs are 2,425mm x 6,644 x 1.5mm each and consist of a number of vinyl within the glazing and the sign is not internally illuminated.

Signs seven and eight, are two single-faced signage poster panels, made of high quality materials, each measuring 1,500mm x 1,150mm x 60mm, sitting between three posts. These signs are 600mm above ground level and located near the entrance/exit to the store, in front of the trolley bays to showcase special buys to customers. The back is a solid metal, colour RAL 7016 anthracite. The poster signage is illuminated internally and an example of the poster board is shown on page three.

Sign nine, is a single faced high quality fabricated aluminium signcase, containing a full-colour graphic of the Aldi logo and the 'ALDI' text in bold white lettering, on a blue vinyl background, mounted on an aluminium panel casement. The text will be in white lettering and have a maximum symbol height of 1,200mm. The dimensions of the sign is approximately 2,4650mm x 6,227mm x 120mm and is approximately 4,670mm above ground level and during trading hours the sign will

ARUN DISTRICT COUNCIL A/15/17/A

contain static internal LED illumination is provided with 3m light enhancement film inside the sign. An example of the sign, is shown on page three.

Sign eleven, is a full colour screen printed vinyl graphic of food produce, with white lettering spelling *'Welcome to a fresh way of shopping'*, mounted on aluminium panels and has a maximum symbol height of 1,200mm. The dimension of the sign is approximately 1,800mm x 21,875mm x 1.5mm and this sign will not be internally illuminated. The sign is situated approximately 4,950mmm above ground on the South elevation.

A cheque for the planning fee of £110 has been sent via Royal Mail.



EXAMPLE SIGNAGE PHOTOGRAPH

Photo 1: Example of Aldi Logo and casement sign
Proposed high level entrance sign and Aldi logo vinyl sign between entrance doors. – Signs 1, 3, 4 & 10

Examples of Aldi logo vinyl at entrance – Sign 2.

ARUN DISTRICT COUNCIL A/15/17/A

EXAMPLE SIGNAGE PHOTOGRAPH

Photo 2: Example of Aldi Logo casement signs
Proposed high level Aldi logo internally illuminated signs – Sign 9.

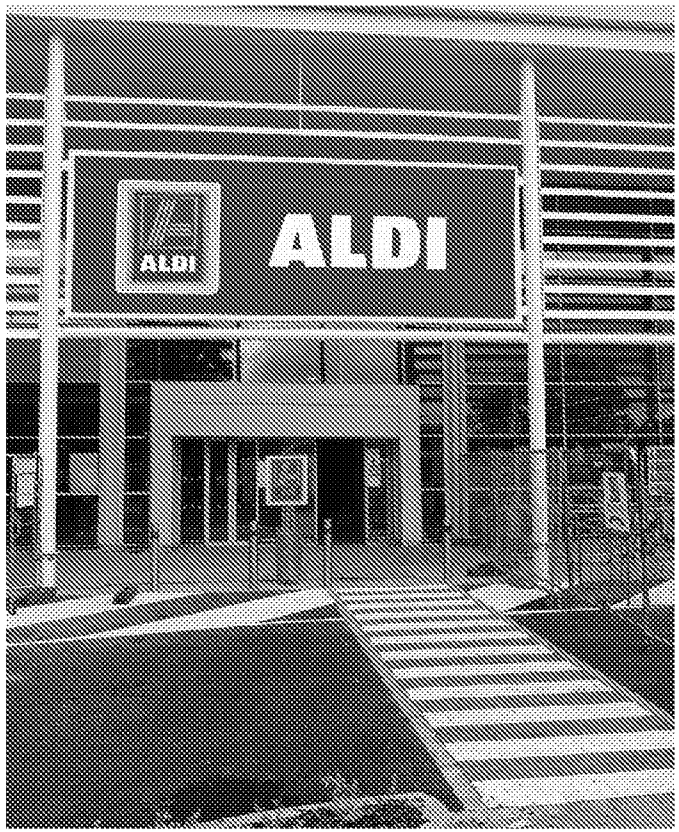


Photo 3: Example of Aldi poster board signs
Proposed poster board signs, between three posts – Signs 7 & 8.



ARUN DISTRICT COUNCIL A/15/17/A