



Our Ref: A101855/LM/lm
Date: 09 February 2017

Planning Department
Arun District Council
Maltravers Road
Littlehampton
West Sussex
BN17 5LF

Dear Sir/Madam

SAINSBURY'S SUPERMARKETS LIMITED
SAINSBURY'S STORE, RUSTINGTON RETAIL PARK, NEW ROAD, RUSTINGTON, BN16 3RT
APPLICATION TO DISPLAY ADVERTISEMENTS
PLANNING PORTAL REFERENCE: PP-05796034

Introduction

Please find enclosed, on behalf of our client, Sainsbury's Supermarkets Limited, an advertisement consent application for a package of new and replacement building and totem signs at the existing Sainsbury's store, Rustington Retail Park, New Road, Rustington.

Following the formation of a strategic partnership between Lloyds Pharmacy and Sainsbury's Pharmacy business in July 2015, where Lloyds Pharmacy agreed to acquire 281 of Sainsbury's pharmacies, this advertisement consent application provides details of the new and replacement signage required to reflect the rebranding of the pharmacy business.

The Application Site

The application site is the existing Sainsbury's foodstore located off New Road, Rustington. The store is located on the existing Rustington Retail Park within the vicinity of various other retail stores namely Pets at Home, Halfords and Dunelm which all display a variety of signage/ advertisements.

The Proposed Advertisements

The proposed signs include:

- 1 x replacement totem sign;
- 3 x new totem signs;
- 2 x replacement panel signs; and

90 Victoria Street, Bristol, BS1 6DB

WYG Group Limited, Registered in England & Wales Number: 06595608
Registered Office:



creative minds safe hands



- 2 x new fascia signs.

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

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 and with other advertisements found within the surrounding area. Furthermore, it is important to note that in terms of the largest of the totem signs (Sign 'A'), the lower section of this sign is merely being updated, and the size and location of the totem sign has, thus, previously been found to be acceptable by the Council. Likewise, the two proposed panel signs are merely replacing two panel signs already installed on the northern elevation of the store.

In light of the location of the proposed new, updated and replacement 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;
- The following drawings:
 - Site Location Plan - 122383
 - Site Location Plan indicating position of signs – 122383
 - Drawing No: 122383/A1
 - Drawing No: 122383/A2
 - Drawing No: 122383/A3
 - Drawing No: 122383/A4
 - Drawing No: 122383/A5; and
 - Drawing No: 122383/A6

A cheque for £110 being the requisite application fee has been sent to the council under separate cover.

Summary

This advertisement consent application includes details of the new, amended and replacement signage required at the Sainsbury's store, Rustington Retail Park, New Road, Rustington, following the acquisition of the Sainsbury's Pharmacy business by Lloyd's Pharmacy. The application will amend one existing totem sign, provide three new totem signs, replace two panel signs and provide two new fascia signs so as to reflect the current retail offer at the Sainsbury's store. They are considered appropriate given the nature and function of the foodstore and having regard to the character and appearance of the immediate area. They accord fully with the guidance contained within the National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG).



We look forward to receiving confirmation of registration of this advertisement consent application in due course. However, if you have any queries in the meantime, please do not hesitate to get in contact.

Yours faithfully



Lucy Mohsen

Principal Planner

For and on behalf of WYG

