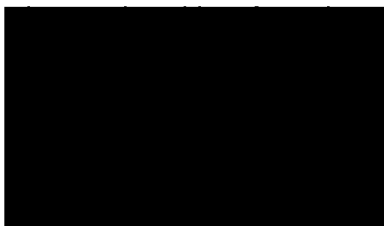




[REDACTED]
Date: 07 January 2018



Dear Sir/Madam

**SAINSBURY'S SUPERMARKETS LIMITED
SAINSBURY'S STORE, RUSTINGTON RETAIL PARK, NEW ROAD, RUSTINGTON, BN16 3RT
APPLICATION TO DISPLAY ADVERTISEMENTS**



Introduction

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

This advertisement consent application provides details of the new, replacement and amended signage required to reflect the current retail offering at the store, specifically the inclusion of Specsavers.

The Application Site

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

The Proposed Advertisements

The proposed signs include:

- 4x Amended Totem Signs;
- 3x Amended Welcome Wall Panel signs;
- 1x New Facia Panel.

90 Victoria Street, Bristol, BS1 6DP
Tel: +44 (0)117 925 4393 Fax: +44 (0)117 925 4239
Email: info@wyg.com Website: www.wyg.com

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



creative minds safe hands



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

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.

It is important to note that the majority of the signs are merely being updated, with the size and location previously found to be acceptable by the Council. The proposed changes to the 'Welcome Wall Panels' and 'Totem Signs' simply incorporate minor changes to the existing advertisements which represent the change of retail within the Sainsbury's store. As such, the proposed changes to the existing signage will not give rise to any amenity issues.

Regarding the proposed Specsavers vinyl (sign ref. GR), it is subordinate to the Sainsbury's building and is consistent with the functions of the store and retail park. Therefore, the character and appearance of the area is retained. As such, the provision of this additional sign is not considered to have an adverse impact on the visual amenity of the immediate area.

In light of the location of the proposed new and amended signage, there will be no material harm arising in terms of highway or public safety.

Overall, the advertisements are considered acceptable, in line with prevailing policy.

Accordingly, please find enclosed the following:

- Completed application form;
- Schedule of Proposed Advertisements;
- The following drawings:
 - Site Plan
 - Sign Location Plan
 - Existing & Proposed Elevations
 - Sign ST1– Drawing No. 3.4
 - Sign PT1 – Drawing No. 3.5
 - Sign PT2– Drawing No. 3.6
 - Sign PT3– Drawing No. 3.6
 - Sign WW1 – Drawing No. 3.7
 - Sign GR – Drawing No. 3.8
 - Sign WW2– Drawing No. 4.2
 - Sign WW3– Drawing No. 4.2

A payment totalling £132.00 being the requisite application fee has been sent to the council as part of this submission.

Summary

This advertisement consent application includes details of a new and amended signage required at the Sainsbury's store, Rustington. The signs proposed will amend/modernise existing signs and add



one additional sign to reflect the current retail offer at the Sainsbury's store. They are 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 the National Planning Practice Guidance (NPPG) and relevant development plan policy in so far as it is material to consideration of the proposals.

We look forward to receiving confirmation of registration of the advertisement application in due course. In the meantime, please contact us if you have any queries.

Yours faithfully,

