



Planning Department
London Borough of Sutton
24 Denmark Road
Carshalton
Surrey
SM5 2JG

3 September 2021

Dear Sir/Madam,

**SAINSBURY'S SUPERMARKETS LIMITED, 287 HIGH STREET, SUTTON
ADVERTISEMENT CONSENT**

On behalf of Sainsbury's Supermarkets Limited (SSL), pleased find enclosed an application for the display of advertisements at the above mentioned site, to update the existing adverts and the provision of additional adverts.

In addition to this covering letter, the application comprises the following documentation:

Completed Application Forms and Ownership Certificates, signed and dated, prepared by WSP; and
Site Location Plan (drawing ref. AS-1754_1833-CHQ-Z07-GF-PL-A-2001);
Existing Site Plan (drawing ref. AS-1754_1833-CHQ-Z07-GF-PL-A-2002);
Proposed Site Plan (drawing ref. AS-1754_1833-CHQ-Z07-GF-PL-A-2003);
Existing Elevations (drawing ref. AS-1754_1833-CHQ-Z07-GF-PL-A-2004);
Proposed Elevations (drawing ref. AS-1754_1833-CHQ-Z07-GF-PL-A-2005); and
Proposed Detail Elevations and Signage (drawing ref. AS-1754_1833-CHQ-Z07-GF-PL-A-2006).

The requisite planning application fee of £132.00 has been paid to the London Borough of Sutton via the Planning Portal (PP-10038060).

Background

The site comprises the existing SSL foodstore and car park, located off High Street in Sutton town centre. The site is located within Site Allocation STC1: The Old Gas Works and is allocated for retail and residential uses.

The site does not lie within a conservation area, nor is it located within proximity to any Listed Buildings which could be impacted by the proposals.

On 23 January 2014, planning permission was granted for the demolition of the existing gas holders and redevelopment for a mixed use scheme comprising a supermarket, residential apartments and an associated car park (LPA ref. B2013/68306).

The Proposals

WSP House
70 Chancery Lane
London
WC2A 1AF
Tel: +44 20 7314 5000
Fax: +44 20 7314 5111
wsp.com



This application seeks the approval of the following advertisements associated with the SSL foodstore:

- One x flex face, internally illuminated 'Argos' sign, measuring 2250mm x 1500mm x 196mm, on the eastern façade;
- One x flex face, internally illuminated 'Argos' sign, measuring 1800mm x 1200mm x 196mm, on the western façade;
- One x ACM vinyl Welcome Wall sign, measuring 2285mm x 2400mm x 32mm, on the eastern façade;
- One x ACM vinyl Welcome Wall sign, measuring 1455mm x 2400mm x 32mm, on the southern façade;
- One x ACM Welcome Wall sign, measuring 3375mm x 2670mm x 32mm, on the northern elevation;
- Two x double sided pedestrian vinyl totem, measuring 605mm x 1490mm, located on along the southern boundary and the northern boundary.

In 2016, Sainsbury's completed the acquisition of the Home Retail Group which included brands such as Argos and Habitat and these brands are now commonly found across Sainsbury's supermarket portfolio. The proposed advertisements would ensure the presence of all Sainsbury's brands within the store are known to customers prior to entering the store.

Planning Context

This application has been assessed against the London Plan (2021) and the Sutton Local Plan (2018). Also relevant to the proposals is guidance set out the National Planning Policy Framework (NPPF) (2019).

The section below provides an overview of the policies and guidance which are of particular relevance to these proposals.

National Planning Policy Framework (NPPF)

The NPPF was updated in February 2019 and forms the basis of the Government's planning policy guidance. The Framework is underpinned by a "presumption in favour of sustainable development".

Paragraph 132 of the NPPF states:

"Advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts".

London Plan (2021)

The new London Plan was adopted in March 2021 and is the spatial development strategy for Greater London. It sets out a framework for how London will develop over the next 20-25 years and the Mayor's vision for good growth.

Policy D8 'Public realm' states that lighting, including for advertisements, should be carefully considered and well-designed in order to minimise intrusive lighting infrastructure and reduce light pollution.

Sutton Local Plan (2018)

The Sutton Local Plan was adopted in 2018 and sets out the Council's long-term aims and aspirations for the borough.

Policy 28 'Character and Design' Part R states that the council will not grant permission for advertisements that are detrimental to the visual quality of the borough or do not meet safety requirements. In particular, advertisements must respect the design of the building on which they are erected and the character and amenity of the surrounding area.

Other Material Considerations

Sutton's Urban Design Guide was adopted in 2008 and sets out urban design guidance to ensure that future development creates attractive and sustainable places. The Urban Design Guide provides additional direction on the design and location of advertisements within the borough.

Planning Assessment

This section assesses the proposed development against the relevant policies and guidance outlined above.

Principle and Design of Advertisements

The proposed adverts are necessary for the day-to-day function of the SSL foodstore as they advertise the presence of the instore offer and inform customers of relevant information associated with the foodstore.

The proposed adverts are modest and of an appropriate scale relevant to the proportions of the building and other adverts in the area. The totem and wall mounted advertisements locations have already been approved, and this application merely seeks to up-date the advertisements on the totem and welcome walls to reflect the foodstores' offer and up-date the branding.

In accordance with Policy 28 of the Local Plan, the materials, detailing and colour of all signage is complementary to the existing SSL store and the character of the surrounding area. The colour represents SSL's well known branding.

The position and scale of the totems and wall mounted advertisements will remain as existing. The location of the 'Argos' signs has been carefully considered so that the advertisements add visual interest to the shopfront and provide greater clarity for customers on the services that are available in store. The proposed locations are next to existing adverts to ensure public safety. In short, the proposed advertisements comply with national and local policies and guidance.

Safety and Amenity

The advertisements do not adversely affect the amenity of the surrounding area and will not present any risk in terms of public safety.

The illumination of the proposed 'Argos' signs have been carefully selected to respect the character and appearance of the local area. Illumination would be limited, minimal and tasteful. It will not be excessively bright and so will not adversely impact on highway safety in accordance with Policy D8 of the London Plan.

The location of the proposed illuminated advertisements on the eastern and western facades of the existing SSL foodstore have been carefully selected to not be overlooked by any nearby residential uses. Therefore, will have no material impact on neighbouring amenity and the proposed illumination will not have a detrimental impact on the character of the surrounding area.

The non-illuminated advertisements will be vinyl replacements of the existing totem advertisements located on the edge of the store and the welcome wall advertisements at the stores entrances.



They are located conveniently to provide clear directional aid for customers. The non-illuminated advertisements will have no impact on neighbouring amenity and highway safety due to their existing approved location.

In light of the above, the proposals would therefore accord with Policy 28 of the Local Plan, Policy D8 of the London Plan, the NPPF and Sutton's Urban Design Guide.

Conclusions

The proposed advertisements adhere to national policy and guidance, as set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the NPPF, and the PPG, which states that unless the nature of the advertisement is in itself harmful to amenity or public safety, consent cannot be refused.

These advertisements are acceptable within the framework provided by national and local planning policy and guidance. The proposals are in keeping with the host building and will enhance the appearance of the foodstore.

We trust that the information supplied in this letter is satisfactory to approve this application, but if you have any queries regarding the application, please do not hesitate to contact me. We look forward to receiving confirmation of validation of the application.

Yours sincerely



Sophie Ward