

Our Ref: JS/96646

20 April 2022



Planning and Regeneration
Birmingham City Council
PO Box 28
Birmingham
B1 1TU

Dear Sir or Madam

SAINSBURY'S SUPERMARKET LIMITED
SAINSBURY'S FOODSTORE, 347 WILMSLOW ROAD, FALLOWFIELD, M14 6SS
APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENTS
PLANNING PORTAL REFERENCE: PP- 11205176

On behalf of our client, Sainsbury's Supermarkets Ltd, please find an application seeking advertisement consent to display replacement shopfront signage at the Sainsbury's foodstore at Wilmslow Road in fallowfield.

The Site

The application site is the existing Sainsbury's foodstore located at the junction of Wilmslow Road and Ladybarn Road, situated within the district centre of Fallowfield. The store is predominately modern in appearance though the frontage of the store facing Wilmslow Road incorporates the former Fallowfield Railway Station building which has an ornate fenestration with gable features. This area of the store is currently used as the in-store café.

In line with the district centre location, the surroundings to the store are characterised by retail and commercial land uses, with a variety of retail and leisure units extending to the north and south of the store along Wilmslow Road.

Planning History

Express consent has been granted for numerous signs and advertisements at the store in recent years, including those under consent refs. 102851/AO/2013/S1 and 115164/AO/2017, issued in 2013 and 2017 respectively.

In 2018, a further advertisement consent was granted for a package of new and replacement signs at the Sainsbury's store to advertise the then new Argos concession, under ref. 120398/AO/2018. As part of the decision, the Council refused consent for a new hanging sign at the store and this decision was upheld at appeal in February 2019 under ref. APP/B4215/Z/18/3211756. It was considered at this time that the proposed sign would have added to advertising clutter at the site and would have appeared visually intrusive.

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The Proposed Advertisements

This application proposal seeks consent to install replacement shopfront signage on the former railway station building used for the in-store cafe. The signs, which comprise internally illuminated fascia branding and a new projecting sign will advertise the presence of the new Starbucks coffee shop which will shortly replace the existing café at the store.

The existing prominent high level sign advertising the Sainsbury's Café will be removed as part of the proposals as will the other Sainsbury's branding on former railway station building. The existing timber shopfront will be repaired and repainted black to give it a high quality and visually attractive appearance.

In line with the guidance contained within the NPPF, the proposed advertisements must be considered in terms of amenity and public safety. With reference to amenity, the proposals will improve the appearance of the former railway building in the locality by reducing the overall number of signs displayed and providing clear, high quality branding. The proposed signs will be consistent with the scale and function of the foodstore and the new projecting sign will fit well within the context of the surroundings with its muted green and white colour scheme complementing the newly painted black shopfront.

In light of the positioning of the signs on the store frontage, there will not be any material harm arising in terms of highway or public safety. Therefore, the advertisements are considered acceptable, and in line with prevailing guidance.

Accordingly, please find enclosed the following:

- Completed application form; and
- The following drawings:
 - Site Location Plan
 - Sign Location Plan
 - Existing and Proposed Elevations
 - Sign Details Plan

Payment of £132.00 being the requisite application fee has been made separately via the Planning Portal.

Summary

This advertisement consent application includes details of the new signage required at the Sainsbury's foodstore at Wilmslow Road, Fallowfield. The proposal will lead to a reduction in advertising at the site and the new signs are therefore considered appropriate given the nature and function of the foodstore and having regard to the commercial character and appearance of the immediate area. They accord fully with the guidance contained within the National Planning Policy Framework (NPPF) in so far as it is material to consideration of the proposals.

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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

A handwritten signature in blue ink, appearing to read "John Shakespear".

John Shakespear MRTPI
Senior Planner

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enc(s). as above