



SUNNINGDALE PARISH COUNCIL

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Clerk: Ruth Davies

Zarreen Hadadi
Planning Officer
RBWM

11 February 2022

Dear Zarreen

**22/00230 Martin's Sunningdale Railway Station London Road Sunningdale Ascot SL5 0EP
Consent to display 3no. internally illuminated fascia signs, 3no. digital display screens and 3no. non illuminated vinyl graphics.**

Sunningdale Parish Council Planning Committee reviewed this application at the meeting on Tuesday 8 February 2022 and **OBJECT** to this application.

The Parish Council is pleased to note that many of the objections to the earlier application to develop the site, 19/01442 have been taken into consideration in the latest application.

However, there are significant concerns about the proposed graphics for the shop window frontage. In 19/01442 there were two large graphics. In 22/00230 there are now three large advertising graphics on the shop front. They are large, brash in design and noticeably out of keeping with all other shop frontages in Sunningdale. This also includes all other fast-food outlets such as Costa, Fego, Pizza Express, The Village Grill and Domino's.

A number of these comparable fast – food outlets as well as other shop frontages are shown below.



London Road – opposite Waitrose and the Station Car Park



London Road – by level crossing



London Road – on the other side of the railway line



London Road – on the other side of the railway line



London Road – on the other side of the railway line



Chobham Road



Chobham Road

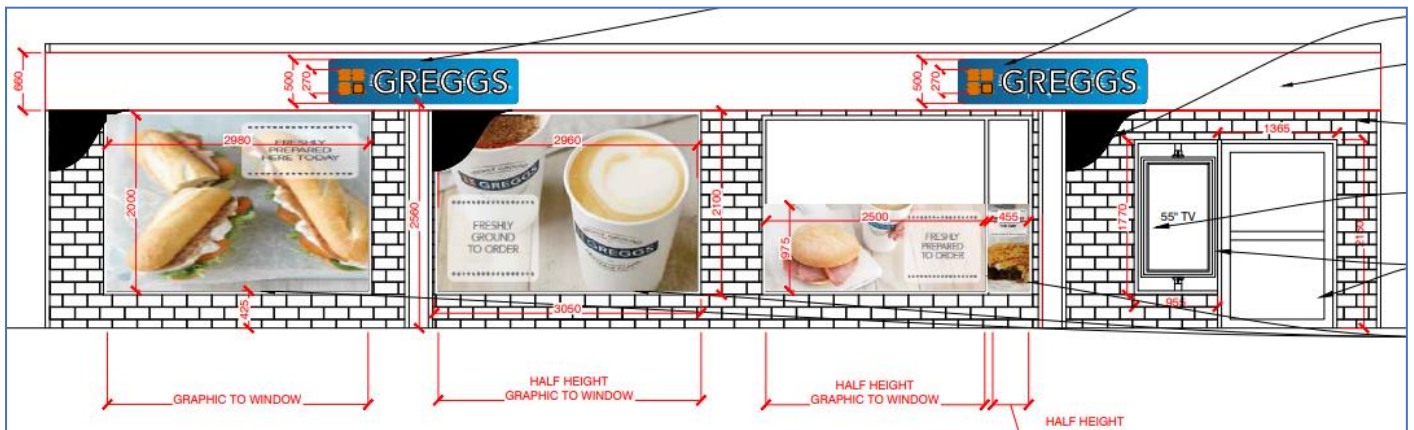


Chobham Road

Directly adjacent to the proposed Greggs shop is Waitrose. By contrast with Greggs, the Waitrose graphics shown below are subtle and in keeping with the townscape.



The proposed Greggs graphics shown below therefore contradict the Neighbourhood Plan:



1. NP/DG1.1 Development proposals should respond positively to the local townscape.
2. NP/DG1.6 Development proposals should comprise high quality design and seek to demonstrate how they will enhance the character of the local area
3. NP/DG3.1 All new development should demonstrate good quality design and respect the character and appearance of the surrounding area

The Parish Council **OBJECTS** to this application and asks that this application is **Refused**.

Yours sincerely

Yvonne Jacklin and Michael Burn
Co-Chairs of the Planning Committee