



Planning Services
Havant Borough Council
Public Services Plaza
Civic Centre Road
Havant
Hampshire
PO9 2AX

21st March 2025

Ref. SP19-1085

Dear Sirs,

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Application on behalf of Lidl Great Britain Limited
Land to the west of B&Q, Purbrook Way, Havant

On behalf of our client, Lidl GmBH (*'The Applicant'*), Simply Planning Limited (*'SPL'*) are instructed to submit the enclosed advertisement application in respect of a recently consented foodstore (Ref. APP/24/00330) on land to the west of B&Q, Purbrook Way, Havant. The application seeks Advertisement Consent for the installation of 2no. illuminated fascia signs, a free-standing illuminated flagpole/totem sign, 2no. large and 1no. small externally illuminated billboards, a free-standing poster display unit and 1no. small externally illuminated direction signage.

The proposed signage scheme is an operational requirement of Lidl. It is wholly typical of a development of this nature and, as we go on to demonstrate, does not cause harm to the visual amenity or public safety of the surrounding area, wholly in accordance with Paragraph 141 of the NPPF.

From the outset, it is worth noting that advertisement consent has previously been approved at this location and in relation to the previous Lidl foodstore approved (ref. APP/20/01221).

A revised application for the Lidl foodstore (ref. APP/24/00330) was approved on 4th February 2025. It is on this basis, that the revised signage application has been prepared. The revised signage is comparable to that previously approved at the site, with the main differences outlined below:

- ♣ The signage will be located in a slightly different, although comparable location
- ♣ The proposal will introduce 1no. less small and large billboard than the approved scheme
- ♣ The proposal seeks to introduce 1no. directional signage.

In addition to this Covering Letter the application submission comprises:

- ♣ The Completed Advertisement Consent Application Form.
- ♣ A drawing package, prepared by Space Architects, comprising the following plans:

Drawing Title	Drawing Number
Site Location Plan	
Signage Plan	XX –XX –DR –A –91003

A payment of £132, the requisite planning application fee, will be made via the planning portal, upon submission of this application.

Site and Surroundings

The application site is located to the north of Purbrook Way, close to the junction with the A3(M), on the western edge of Havant. The site sits to the west of the existing B&Q, Purbrook Way, Havant, PO9 3QJ. The access road and car park for the adjacent B&Q surrounds the site to the northwest and east respectively.

In terms of the wider surrounding area alongside the B&Q, an Asda Supercentre (out-of-centre) is situated to the south of the site, together with other roadside retail occupiers and a range of commercial/quasi-retail uses occupying Larchwood Retail Park. The surrounding area is, largely, urban in character.

Such signage is common along Purbrook way, indeed, many existing retailers are identified by a combination of fascia signs and advertisement boards in their corporate colours and branding. This is for the purpose of identification and store presence. In this context, the application proposals are wholly consistent with the character of the locality alongside established signage precedents.

Planning History

An application for a new Lidl foodstore, ref. APP/20/01221, was originally approved on 2nd December 2022 and a separate advertisement consent was approved on 13th April 2023 (application Ref. APP/23/00063). Notably, in considering this application, the respective Case Officer noted the following:

'The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.'

A revised food store proposal (ref. APP/24/00330) was approved on 4th February 2025. Accordingly, this application has been prepared to ensure the signage package is consistent with the revised planning application proposals.

In this context, the revised proposals are largely the same, we say the for the following reasons.

- ♣ The signage will be located in a slightly different, although comparable location
- ♣ The proposal will introduce 1no. less small and large billboard than the approved scheme
- ♣ The proposal seeks to introduce 1no. directional signage.

Proposed Development

This application seeks advertisement consent to display the following:

- ♣ 2no. illuminated fascia signs located on the western and southern elevations;
- ♣ A free-standing illuminated flagpole/totem sign located to the west of the store;
- ♣ 2no. large illuminated billboards located on the western elevation;
- ♣ 1no. small illuminated billboards located on the western elevation;

- ♣ A free-standing poster display unit; and
- ♣ 1no. directional sign at the entrance to the site.

Full details of the proposed signage, including design, appearance and location, are illustrated on the supporting drawing (XX-XX-DR-A-91003), prepared by Space Architecture, for ease they are summarised below:

Description	No.	Scale	Materials	Illumination
Lidl Corporate Logo. Wall mounted, single-sided lightbox. (Fascia Sign)	2	Sign: 2500mm (length) x 2500mm (width) x 510mm (depth).	Aluminium single side lightbox with thermoformed, curved and extensive printed acrylic logo shell. Coloured blue, red and yellow.	Luminance level undimmed approx. 580 CD/m ² Luminance level dimmed approx. 80 to 460 CD/m ²
Flagpole: Free-standing totem sign, incorporating a Lidl logo, opening hours and store facilities. Double-sided.	1	Height: 5980mm Width: 2100mm Depth: 310mm	Powder coated steel post, coloured 'Graphite Grey' Aluminium single side lightbox with thermoformed, curved and extensive printed acrylic logo shell. Coloured blue, red and yellow.	Luminance yellow undimmed: approx. 440 cd/m ²
Large illuminated Billboard with external fluorescent lighting.	2	Height: 3250mm Width: 6300mm	Powder coated aluminium with integrated LED lighting.	Integrated LED lighting, 650 lumens per meter.
Free standing illuminated poster display case	1	Height: 2120mm Length: 1700mm Depth: 90mm	Anodised Aluminium with integrated lighting	Internal illuminance: 225 cd/m ²
Small illuminated Billboard with external fluorescent lighting.	1	Height: 1640mm Length: 3245mm	White aluminium. External Lighting comprising 45mm aluminium extruded.	650 lumens per meter
Directional Sign	1	Height: 1300mm Length: 1050mm	Anodised Aluminium.	LED spotlighting

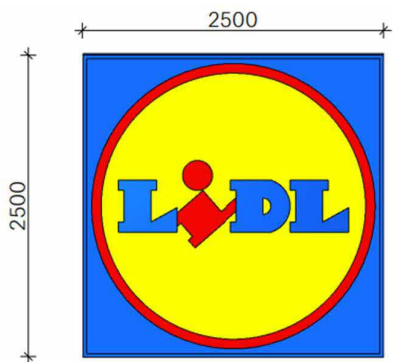


Figure 1 – Fascia Sign – Lidl Corporate Logo

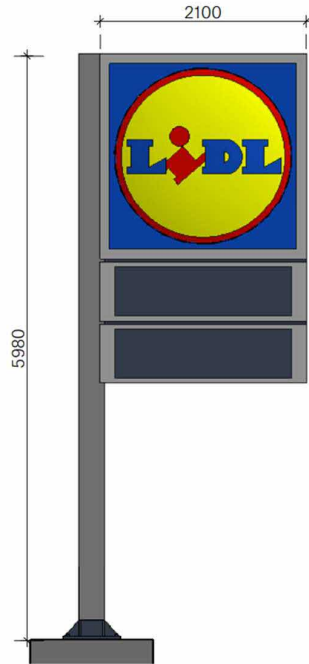


Figure 2–Freestanding flagpole/totem sign

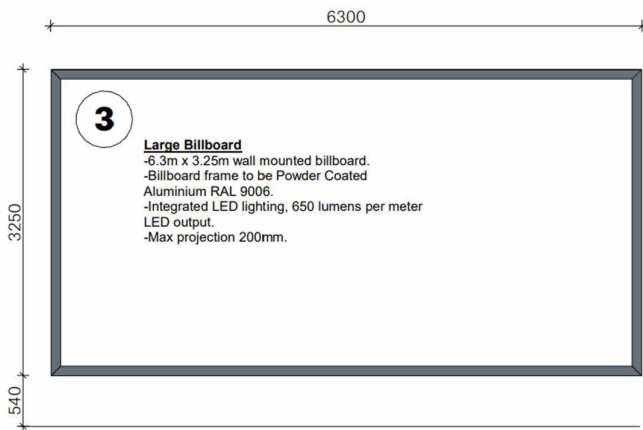


Figure 3–Large Billboard

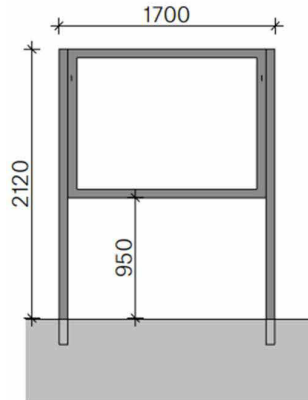


Figure 4—Freestanding Poster Display Case

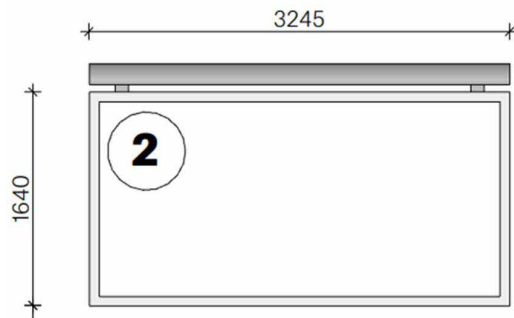


Figure 5 - Small Billboard and External Lighting

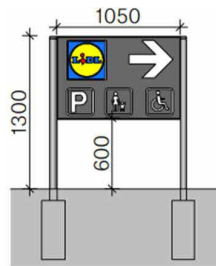


Figure 6—Directional Signage

The positioning of the signage within the site and on the building is shown on the site plan below.

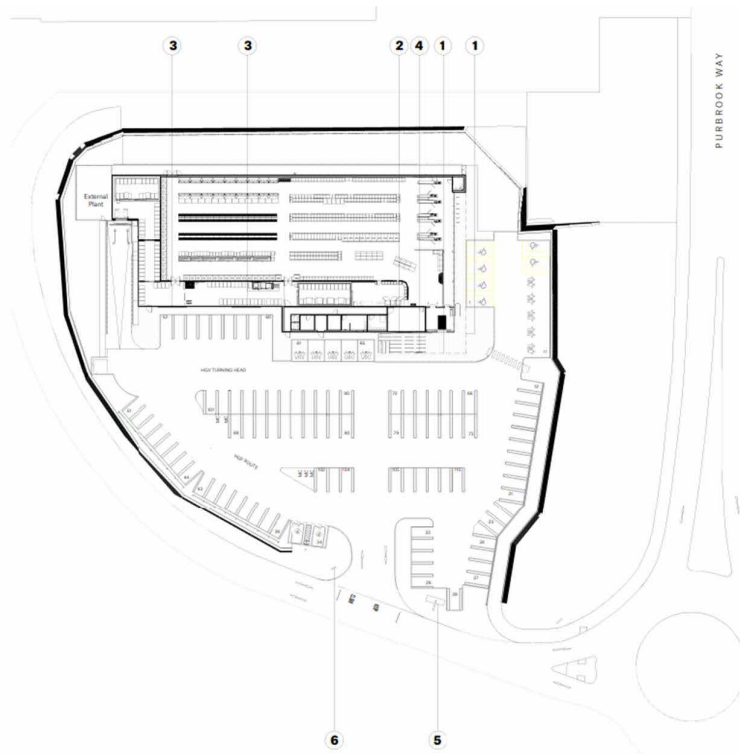


Figure 7 – Site Plan showing location of signs within the site

Overall, we consider that the proposed signage is wholly consistent with Lidl's corporate branding. Further, it follows the principle established through the earlier signage application (Ref. APP/23/00063). In this context, there are no known reasons as to why this revised application cannot be supported.

Planning Policy Context

Section 38 (6) of the Planning and Compulsory Purchase Act 2004 states that when determining a planning application, regard is to be had to the Development Plan and that determination shall be made in accordance with the Development Plan, unless material considerations indicate otherwise.

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 are a material consideration in the determination of applications for seeking the consent to display adverts. Of particular relevance, Section 3 of the Regulations states that:

1. *"A local planning authority shall exercise its powers under these regulations in the interests of amenity and public safety taking into account:*
 - a. *The provisions of the development plan, so far as they are material; and*
 - b. *Any other relevant factors."*

Paragraph 141 of the NPPF states that advertisements should operate in a way which is 'simple, efficient, and effective'. It also states that *"advertisements should be subject to control only in the interests of amenity and public safety, whilst taking account of cumulative impacts."*

The NPPF also acknowledges that the quality and character of places can suffer when advertisements are poorly sited and designed (paragraph 141); further paragraph 131 reminds us that *“the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve”* and that *“good design is a key aspect of sustainable development.”*

At the local level, the Development Plan for the application site comprises the Havant Borough Core Strategy (2011) and the Havant Borough Allocations Plan (2014).

Policy DM21 of the adopted Allocations Plan ‘Shopfronts, Signs, Security Shutters and Advertisements’ identifies planning permission will be granted for signs and advertisements where:

1. *“They are appropriate in size, scale and design to the character of buildings and their surroundings, including conservation areas, heritage assets and Chichester Harbour Area of Outstanding Natural Beauty (AONB).”*
2. *They will not result in a cluttered appearance either on individual buildings or on the streetscene as a whole.*
3. *They do not have a detrimental impact upon public safety. In particular, advertisements and signs must not negatively impact upon highway safety for both vehicular and pedestrian movements.*
4. *The level of illumination proposed does not result in significant levels of light pollution and does not have a detrimental impact upon the amenity of the local area. In the interests of amenity and public safety, individually illuminated letters may be preferable over entirely illuminated signs.”*

Policy CS11 of the Core Strategy ‘Protecting and Enhancing the Special Environment and Heritage of Havant Borough’ also seeks to protect the borough’s rich and varied natural and built environment. It confirms that planning permission will be granted for development that does not visually harm the surrounding townscape, landscape and seascape character.

Policy CS16 of the Core Strategy is an overarching design policy which seeks to ensure high quality design which responds positively to the context of the area. The policy is clear that development should be of an appropriate scale that does not visually harm neighbouring buildings or create potentially adverse visual impacts from the surrounding landscape or public realm. The policy is, therefore, of relevance to the application.

As we go on to demonstrate, the proposed signage is wholly appropriate to the appearance of the building and the character of the surrounding environment, which contains a range of comparable advertisements and signage. Within the existing locality, the industrial/ retail buildings include large advertisement boards and signage together with totem poles.

In this instance, the proposed signage reflects Lidl’s nationwide branding. The precedent for signage, of the form and type proposed has been established through earlier applications at this site. Notably in the form of ref. APP/23/00063. On this basis, there is no reason as to why planning permission cannot be forthcoming for these revised advertisement proposals prepared in response to the revised foodstore proposals (ref. APP/24/00330) recently approved at this location.

Matters at Issue

Having regard to the national and local development plan, it is considered that the main considerations for this application are:

- (a) Consented Position
- (b) Impact on visual amenity
- (c) Impact on highway safety

These matters are considered, in turn, below.

Consented Position

From the outset, as previously described, advertisement consent has previously been approved at this location and in relation to the previous Lidl foodstore approved, ref. APP/20/01221.

A revised application for the Lidl foodstore (ref. APP/24/00330) was approved on 4th February 2025. It is on this basis, that the revised signage application has been prepared.

That said the previous advertisement application, (ref. APP/23/00063) establishes the principle of advertisements in this location both of the form and type proposed through this application.

On this basis. There is no reason as to why the revised proposals cannot also be considered acceptable.

Notwithstanding this, we have again assessed the updated proposal against the relevant criteria below.

Visual Amenity

The proposed signage strategy is of an appropriate scale, subservient to the proportions of the consented food store. The signage proposed would be entirely consistent with the surrounding context which includes signage of a similar or larger scale. Further, the signage is wholly consistent with Lidl stores nationwide and is wholly typical of retail buildings of this form. The signage is a fundamental operator requirement of Lidl and assumes greater importance in this context owing, in part, to the comprehensive landscape strategy for the site.

The fascia signs / Lidl Logo have a simple, efficient and effective design, consistent with the requirements of paragraph 141 of the NPPF.

The signs are of an appropriate scale, subservient to the proportions of the recently approved retail building. They will significantly improve the appearance of the external façade of the foodstore and enhance its street scene appeal. The signage will be finished to a high design quality in the corporate colours of Lidl, creating a distinct identity for the building alongside a wider sense of familiarity and arrival, for what is a recognised nationwide retail brand / corporate profile.

As shown on the site plan, the signs are well spaced and will not result in a cluttered appearance.

The site is located just off a busy highway (Purbrook Way) and does not feature within a sensitive/historic location. Whilst some illumination is proposed, this will be of a low-level intensity and has been kept to a minimum to reduce light scatter and spillage. The flagpole is not considered to impose additional harm to the surrounding natural landscape due to the existing built form. Purbrook Way is a commercial destination and a key vehicular route. The totem sign is considered wholly appropriate and will assimilate effectively into the existing context. It will not, cause harm to the street scene in any way.

Overall, the design, scale and appearance of the signage would have an acceptable impact on the visual amenity of the surrounding area, whilst enhancing and improving the visual appearance and brand presence of the proposals. The development respects the context of the site and the immediate locality in accordance with Policy DM21 of the Havant Borough Allocations Plan and Policy CS11 & CS16 of the Havant Borough Core Strategy.

Public Safety

The application site is set back from the public highway and illumination is of a low level. Views of the site will to some extent be screened from Purbrook Way due to existing dense foliage and the approved landscape strategy. Therefore, it is considered the proposed signage will not distract drivers, nor result in any harm to highway, pedestrian or any other public safety.

Nevertheless, given the screening of the site, it is essential to introduce a free-standing flagpole/totem sign to advertise for custom, consistent with adjacent precedents and comparable retail developments. The totem pole and its associated lettering is clear and concise and, therefore, will not result in a distraction to drivers. The illumination has been designed to minimise spillage and is not of an excessive brightness. Whilst indicating the store's presence to potential consumers, the totem pole would also demarcate the location of the site and its associated access comparable to the adjacent B&Q signage.

Based on this information, it is considered that the proposed signage would not result in any harm to the highway, pedestrian or any other public safety, and accords with Policy DM21 of the Allocations Plan.

Conclusions

A comparable advertisement proposal, to that proposed through this application has already been considered acceptable at the site (Ref. APP/23/00063). Thus, the principle of the signage is wholly acceptable at this location. Further:

The proposed signage is wholly typical of retail buildings, of this nature.

The design, location, positioning and illumination of the proposed signage has been carefully chosen to remain proportionate with the consented building and to respect the character and amenity of the surrounding locality. In particular, the following principles have been adopted:

- ♣ The signage is of a professional, attractive and simple design, duly reflecting the corporate profile of Lidl. It is not cluttered or unsightly.
- ♣ The signage is of proportions that respect the building and its elevational treatments.
- ♣ The signage package is integral to our client's advertising their business. It is consistent with their corporate profile.
- ♣ The signage does not have any intermittent light source, moving features or animation, etc.
- ♣ The signage must be viewed in the context of comparable commercial/business advertisements in the locality.
- ♣ Signage has been kept to an absolute minimum in order to avoid visual clutter and distraction.
- ♣ The flagpole and directional signage will also serve to signal the site's access point.

Overall, it is considered that the overall design, scale and appearance of the proposed signage would have an acceptable impact on the visual amenities of the surrounding area.

The proposed signs are not considered to cause harm to highway, pedestrian or public safety.

Moreover, the principle of signage / advertisement in this area has been firmly established by virtue of the previous advertisement approval on site (APP/23/00063). This was a largely similar scheme and there has been no change in policy position, or context, that would now result in a different decision being reached.

Therefore, we consider that the proposed development would comply with Policy DM21 of the Allocations Plan, Policies CS11 and CS16 of the Core Strategy, alongside the guidance contained within the NPPF. There are no other material circumstances to identify why advertisement consent from being awarded with consent.

We look forward to discussing these proposals with you further and trust that they will gain your support.

Yours faithfully,



Alastair Thornton

Director