



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

9th January 2026

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 consent on Land to the west of B&Q, Purbrook Way, Havant. The application seeks advertisement consent for the replacement of an existing free-standing illuminated totem sign to a taller totem to incorporating both B&Q and Lidl signage. The proposed sign is located to the south-west of the new foodstore facing onto the Purbrook way roundabout and is in the same location as the existing B&Q sign that will be replaced.

The proposed signage 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/highway safety of the surrounding area.

From the outset, it is worth noting that advertisement consent has previously been approved at this location both in relation to a rebranding exercise by B&Q (ref: APP/16/00896) and thereafter advertisement consent (Ref. APP/25/00257) relating directly to the recently consented foodstore. Notably, the only material difference between the existing B&Q and proposed signage totem are as follows:

- The overall height will be increased from 4200mm to 5000mm.
- The addition of illuminated Lidl signage (measuring 1400mm x 1400mm) below the B&Q 'Trade Point' signage.

In addition to this Covering Letter the application submission comprises:

- The completed Advertisement Consent application form.
- Drawing XX-XX-DR-A-91004 'Proposed Site Entrance Sign'.
- SP19-1085_Street view existing image

A payment of £168 (excl. planning portal service charge), 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 on the north-east side of the junction serving the foodstore off Purbrook Way at the Western edge of Havant. In terms of the wider surrounding area alongside the site for the approved Lidl foodstore

and 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.

Signage of this nature is common along Purbrook Way. Indeed many existing retailers are identified by a combination of fascia signs and advertisement boards in their respective corporate colours and branding. This is for the purpose of identification and store presence. In the context of this application, the utilisation of a single totem will prevent unnecessary roadside clutter while remaining consistent with the established character and historical signage in the locality.

Planning History

An application for a new Lidl foodstore, ref. APP/20/01221, was originally approved on 2nd December 2022 with a revised proposal (ref. APP/24/00330) following on 4th February 2025. Advertisement consent in relation to the signage within the application site of the revised scheme (APP/25/00257) was approved on 7th August 2025. Advertisement consent has also been approved at this location in relation to a rebranding exercise by B&Q (ref: APP/16/00896).

Proposed Development

This application seeks advertisement consent to replace an existing freestanding illuminated totem sign, to incorporate the advertisement of the approved Lidl foodstore alongside that applicable to the existing B&Q store

Full details of the proposed signage, including design, appearance and location, are illustrated on the supporting drawing (XX-XX-DR-A-91004), prepared by Space Architecture. These details are summarised below:

Description	No.	Scale	Materials	Illumination
Freestanding totem sign, incorporating B&Q logo, website, Trade Point Logo and new Lidl Logo	1	Height: 5000mm Width: 1400mm Depth: 400mm	Folded aluminium trays, fret cut 10mm opal acrylic. Lighting box with a thermoformed, flush with printed acrylic logo shell	Internal LEDs illuminated logo skins and fret cut letters. Luminance Approx 300 cd/m ² .

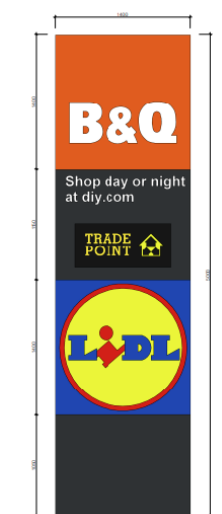


Figure 1 – Freestanding totem sign

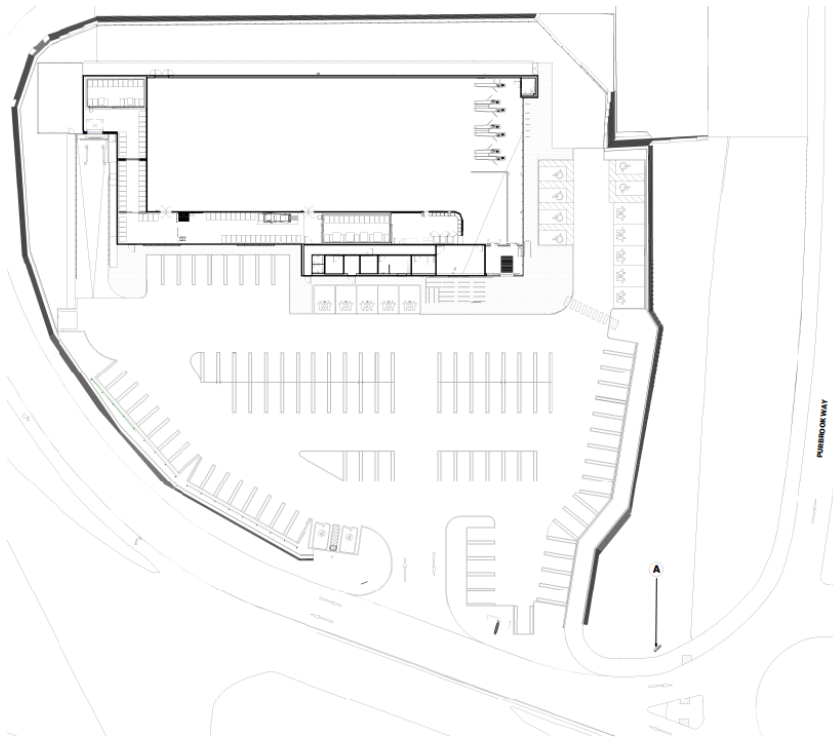


Figure 2 – Site plan showing location of sign in relation to the approved foodstore layout.

Overall, we consider that the proposed replacement signage remains consistent with the existing established signage at this location and the wider context. There are no known reasons as to why this 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 street scene 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.

Having regard to this application, the proposed signage reflects Lidl’s nationwide branding. The precedent for signage, of the form and type proposed has clearly been established through the earlier approvals. Notably this application seeks only to increase the overall height of the signage already in place by just 800mm. The Lidl corporate logo is proposed to be illuminated to a maximum luminance of 300 cd/m², in accordance with the advice received from the LHA in the previous approval (Ref. APP/25/00257). On this basis, there is no reason as to why planning permission cannot be forthcoming for this replacement advertisement proposal.

Material considerations

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

As previously described, advertisement consent has previously been approved at this location (ref. APP/16/00896). Together with more recent approvals directly associated with the recently consented Lidl Foodstore. A totem, in the location proposed has been a longstanding feature of the context of the application site.

Whilst the previous advertisement approval established the principle of a totem sign in this location, the principal change proposed is a marginal increase in height of 800mm, to accommodate an additional advertisement logo (Lidl).

On this basis, we consider that this does not result in any reason as to why the replacement advertisement totem cannot be supported. Notwithstanding this, we have reassessed the proposal against the relevant policy criteria below.

Visual amenity

The proposed replacement signage totem is of an appropriate size and scale, retaining the form and characteristic of that already in situ. The signage as proposed would serve to increase the overall height of the totem by a maximum of 800mm in order to provide space to co-locate a corporate advertisement logo for the consented Lidl foodstore. The proposed signage is entirely consistent with the surrounding context.

The application serves to facilitate the co-location of corporate logo advertisements relevant to both the existing B&Q and recently constructed Lidl foodstore. In doing so, it will minimise roadside clutter and distractions. Together with the simplistic and efficient design of the resulting advertisement, the application is consistent with the requirements of paragraph 141 of the NPPF.

The site for the totem is located just off the highway roundabout junction (Purbrook Way) and does not feature within a sensitive/historic location. Whilst some additional illumination is proposed, this will be of a low-level intensity (max. 300 cd/m²) consistent with the previous approval (Ref. App/25/00257). Purbrook Way is a commercial destination and a key vehicular route. The signage proposed is considered wholly appropriate and will assimilate effectively into the existing context.

The development serves to improve brand presence from Purbrook Way while respecting 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.

Highways safety

The application seeks to replace existing advertisement signage to incorporate an additional brand logo which will utilise low-level illumination and simplistic design to ensure the proposed signage will not distract drivers, nor result in any harm to highway, pedestrian or any other public safety.

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 existing B&Q signage. The proposed changes are not considered to result in any material harm to the highway, pedestrian or any other public safety, and wholly accords with Policy DM21 of the Allocations Plan.

Conclusions

The principle of siting an advertising totem at this location has previously been considered acceptable (Ref. APP/16/00896), and a totem has been in this location for many years. Thus, the principle of the signage is wholly acceptable at this location.

The only material difference between the existing advertisement totem and the proposed are the overall height, which is to increase by 800mm and an additional, illuminated corporate logo, advertising the consented Lidl foodstore at the adjacent planning unit.

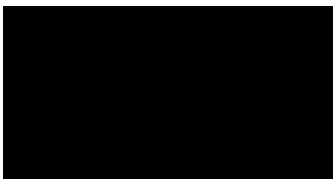
Overall, it is considered that the design, scale and appearance of the proposed signage would have an acceptable impact on the visual amenities of the surrounding area.

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

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 considerations to identify why advertisement consent be awarded with consent.

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

Yours faithfully,



Jack Dyer

Senior Planner