Starbucks Planning Statement - Advertisment

Client	:	Starbucks Coffee Company Building 4, Chiswick Park 566 Chiswick High Road London W4 5YE
Date	:	20 April 2026
Project	:	Starbucks, Unit 8A, Wellington Retail Park, Waterlooville, PO7 7FG

1. Introduction

This statement supports an application for advertisement consent for the installation of fascia signage at the above address. The proposal has been designed to comply with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, ensuring it is safe, visually appropriate, and in keeping with the surrounding area.

2. Description of proposal

The proposed advertisements sit within the boundary of the site and are positioned on the front shopfront elevation, manufactured in aluminium with acrylic lettering and logo. Illumination will be concealed internally using low-level LED lamps to within 320 cd/$m^{2.}$

3. Compliance

- **Amenity:** The design complements the character of the building and surrounding streetscape, using materials and colours that are sympathetic to the local environment.
- **Public Safety:** The sign will not obstruct sightlines, distract drivers, or impede pedestrian movement. Any illumination will be static and non-flashing.
- **Scale & Proportion:** The size and placement are proportionate to the host building and consistent with other signage in the vicinity.

4. Conclusion

The proposed advertisement is modest, well-designed, and respectful of local character. It will enhance the visibility of the premises without causing harm to amenity or public safety. The application therefore accords with relevant national and local planning policies, and advertisement consent is respectfully sought.