

Planning Statement

Aldi Stores Ltd: Elettra Avenue, Waterloooville.

Application for Express Consent for the Display of Advertisements associated with Aldi store.

1. Introduction

- 1.1 Avison Young is instructed by Aldi Stores Ltd ("Aldi") to seek express consent to display signage associated with their approved foodstore at Elettra Avenue, Waterloooville.
- 1.2 In accordance with national validation requirements, the following documents have been submitted, in addition to this covering letter, in support of this application:
- Application Form;
 - Site Location Plan 250225-1700, prepared by Kendall Kingscott;
 - Proposed Site Plan 250225-1701, prepared by Kendall Kingscott;
 - Proposed Elevations 250225-1702, prepared by Kendall Kingscott; and
 - Proposed Setting Out 250225-1703, prepared by Kendall Kingscott.

2. Site Context and Background

- 2.1 On 4th October 2024, full planning permission was secured (APP/21/00399) for the for erection of discount foodstore, drive through coffee shop and drive-through restaurant with associated car parking, service yard, landscaping, means of access and associated infrastructure at Elettra Avenue, Waterloooville.
- 2.2 This application for advertisement consent relates to the display of signage associated with the approved discount foodstore. The foodstore is now under construction and scheduled to open in Winter 2026.

3. Proposals

- 3.1 The application seeks express consent to display for 4 signs which are listed as follows:

Sign A

- 3.2 2x wall hanging signs internally illuminated by LED fittings. The first sign will comprise of one single sided advertisement measuring 2070mm(w)x2470(h). The underside of the first advertisements will be 2014mm from the ground, located on the south west elevation.
- 3.3 The second wall hanging sign will measure 2070mm(w)x2480mm(h) will be 4675mm from the ground, located above the entrance to the store.
- 3.4 The source of illuminance for both signs will be static LED only. The level of illuminance will be 108cd/m on the white letters, which is consistent with other Aldi stores elsewhere.

Sign B

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- 3.5 1x vinyl film non-illuminated sign measuring 1240mm(w)x1440mm(h). The underside of the advertisement will be 410mm from the ground. The sign will be located on the glazed frontage of the stores entrance lobby.

Sign C

- 3.6 1x vinyl non-illuminated film panel measuring 446mm(w)x2190mm(h). The sign will be applied to the shopfront glazing on the north west elevation of the store.

Sign D

- 3.7 1x wall mounted non-illuminated Aluminum Dibond sign applied to the shopfront, located on the north east elevation of the store.

4. Relevant Legislation and Planning Policy

- 4.1 Chapter III of the Town and Country Planning Act 1990 (as amended) relates to advertisements and states at Section 220 'Regulations controlling display of advertisements', that:

"Regulations under this Act shall make provision for restricting or regulating the display of advertisements so far as appears to the Secretary of State to be expedient in the interests of amenity or public safety".

- 4.2 The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) state at Part 1(3) that:

"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."

- 4.3 Paragraph 141 of the National Planning Policy Framework (December 2024) also confirms that advertisements should be subject to control only in the interests of amenity and public safety as well as cumulative impacts.

- 4.4 The Planning Practice Guidance (2019) states that 'amenity' is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement. It goes on to state that factors relevant to amenity include:

"The local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features"

- 4.5 The local development plan for Havant Borough Council is the Havant Borough Core Strategy (adopted March 2011) and Allocations Plan (adopted July 2014). The Core Strategy does not contain any policies which directly control the use of signage and advertisements, notwithstanding this policy CS16 'High Quality Design' which is assumed be applicable. The policy promotes a high standard of design, and development that respects its local context.

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- 4.6 Policy WA2 of the Allocations Plan identifies the site as part of the Land at BAE Systems Technology Park, designating it as a 5.88ha mixed use allocation in Waterloooville, with proposed uses including economic development, as well as hotel and leisure facilities.
 - 4.7 Policy DM21 of the Allocations Plan relates to shopfronts, signs, security shutters and advertisements. The policy confirms that planning permission will be granted if advertisements are appropriate in size, scale and design to the character of buildings and their surroundings, do not appear cluttered and do not detrimentally impact public safety. The policy also confirms that illuminated advertisements should not result in significant levels of light pollution or have a detrimental impact upon amenity.
 - 4.8 Havant Borough Council's supplementary planning document 'Design Guide' (adopted December 2011), does not relate specifically to advertisements and signage but is also considered application as it supplements Policy CS16 of the Core Strategy.

5. Assessment

- 5.1 This application is submitted in accordance with the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended). As noted above, the Planning Act, Regulations and NPPF are clear that in determining advertisement applications, consideration should be limited to matters of amenity and public safety, taking into account material provisions of the development plan and other relevant factors.
- 5.2 The site is located off Elettra Avenue, within the mixed use allocation, Land at BAE Systems Technology Park (Policy WA2). Public views of the site will be experienced in the context of the wider allocation and planning permission (ref. APP/21/00399) which granted consent for a discount foodstore, drive through coffee shop and drive through restaurant, together with associated car parking and service yard.
- 5.3 The two hanging signs (Signs A) are proposed on the store's south east facing elevation, where it will be face onto the store's designated car park. Beyond the immediate setting, visibility of the sign will be limited to from views within the wider mixed use allocation.
- 5.4 Sign B is proposed to be installed on the store's south east facing elevation where similarly to Sign A, it will face onto the store's carpark. Sign B will be located on the store's glazed frontage, 410mm above the finished floor level and is likely to be visible only in short-range views from within the site.
- 5.5 Sign C is proposed to be installed on the store's north east facing elevation. The sign will be positioned perpendicular to the store's disabled car parking spaces and beyond which, the entrance access road to the nearby drive through. The sign is likely to be largely covered from long range views, particularly when the adjacent car parking spaces are in use. When unobstructed, the sign will primarily be seen by customers entering the store or vehicles circulating within the site.
- 5.6 Sign D, which is of a larger scale than Sign C, is also proposed to be installed on the store's north facing elevation, behind the trolley parking area. The sign will be perpendicular to the store's disabled parking bays and beyond which additional parking and the entrance road for the nearby drive through. It is likely the sign will only be visible in short range views from within the site and will be particularly modest when the trolley parking and parking spaces are in use.

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- 5.7 Signs B, C and D are non-illuminated in nature, which further protects that the signs will only be readily visible in short range views to the store and in keeping with the wider allocation and planning permission.
- 5.8 The two Sign A proposals are the only proposed advertisements that will be readily visible in public views. The signs are proposed at a higher height than the rest and are proposed to be fully internally illuminated by LED fittings, with a luminance of 108cd/m². The sign will be necessary to clearly identify and provide wayfinding to the store's entrance. The scale, height and positioning of these signs are closely comparable to those at the nearby Lidl foodstore. In this context, the presence of this proposed sign is not considered to generate an unacceptable impact on the character and appearance of the local area.

6. Summary

- 6.1 Avison Young have been instructed by Aldi to submit an application for advertisement consent in relation to their new store. In total 5 signs are proposed (Sign A has 2 signs of similar design); each sign has been assessed and is considered to be fully consistent with national and local policy, and is sufficiently capable of preserving character and appearance of the local and are and preserving visual amenity. In respect of this, we believe that this application for advertisement consent can be granted,
- 6.2 The application has been made via the Planning portal under the reference PP-14964923 and is accompanied by the application fee of £174.00, plus a service charge. We trust that the above is sufficient to enable the grant of the advertisement consent.