Planning Statement

1. Introduction

This Planning Statement has been prepared in support of an application for Advertisement Consent at Tesco Express, Baybridge Road, Havant, PO9 5PB.

The proposal seeks consent for the installation of updated corporate signage to the existing retail premises. The proposed advertisements are intended to improve customer wayfinding and maintain a consistent corporate identity, whilst remaining sympathetic to the character and appearance of the existing building.

2. The Proposal

The proposed works comprise the installation of the following advertisements:

- 6 No. box fascia signs, comprising:
    - 2 externally illuminated via trough lighting;
    - 4 non-illuminated fascia signs.
- 3 No. non-illuminated window vinyls.
- 1 No. pole-mounted gantry sign externally illuminated via trough lighting.

The proposal is limited to replacement and installation of signage only. No alterations are proposed to the building's footprint, scale, or use.

3. Site Context

The site comprises an established Tesco Express convenience store located on Baybridge Road within Havant. The premises are situated within a commercial environment where retail signage forms an established and expected feature of the street scene.

The proposal represents a modest enhancement to the existing retail frontage and is consistent with the character and function of the surrounding commercial area.

4. Planning Considerations

Design and Visual Amenity

The proposed advertisements have been designed in accordance with Tesco's established branding and are proportionate to the scale of the building.

The box fascia signs are positioned on the existing elevations and do not introduce excessive clutter. The window vinyls are limited in number and extent, ensuring that the shopfront remains visually balanced and active.

The pole-mounted gantry sign assists customer visibility and wayfinding without appearing overly dominant within the streetscape.

Overall, the proposal preserves the visual amenity of the area and complements the existing commercial character of the site.

Illumination

Two fascia signs and the pole-mounted gantry sign are proposed to be externally illuminated using trough lighting.

The lighting has been designed solely to provide clear visibility of the signage during hours of darkness. The illumination is discreet and directed towards the sign faces, minimising light spill and avoiding unacceptable impacts upon neighbouring properties or highway users.

Public Safety

The proposed advertisements are appropriately located and securely fixed to the existing building and pole structure.

The signage has been designed so that it will not obstruct visibility for pedestrians or motorists, nor interfere with the operation of the public highway. The proposal therefore raises no concerns in relation to public safety.

5. Assessment Against Advertisement Control

The application has been prepared having regard to the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Advertisement control is concerned principally with:

- Amenity; and
- Public Safety.

The proposed advertisements satisfy both of these considerations by:

- respecting the scale and appearance of the existing building;
- maintaining a high-quality commercial frontage;
- providing appropriate and discreet external illumination;
- avoiding adverse visual impact upon the surrounding area; and
- ensuring no detriment to highway or pedestrian safety.

6. Conclusion

The proposed signage represents a modest and appropriate enhancement to an established retail premises. The advertisements are well designed, proportionate, and sympathetic to the commercial character of the area. The externally illuminated elements are limited in number and utilise trough lighting to provide a discreet means of illumination. The proposal will preserve visual amenity, safeguard public safety, and provide clear customer identification and wayfinding.

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