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Eastleigh Borough Council
Eastleigh House,
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SO50 9YN

11 November 2022

Our Ref: 22/5620S

Dear Sir/Madam,

Application for Advertisement Consent for Aldi Foodstore, Former DFS, Hedge End Retail Park, Southampton.

On behalf of my client, Aldi Stores Limited, I am pleased to enclose an Application for Advertisement Consent associated with the approved Aldi Foodstore at Former DFS, Hedge End Retail Park, Southampton. Please find enclosed the following drawings and documents, submitted as part of the application:

- Completed application forms and certificates;
- 200698-1010-P01 Site Location Plan Advert Consent
- 200698-1310-P03 Site Plan as Proposed Advert Consent
- 200698-1510-P03 Proposed Elevations Advert Consent

The application has been submitted via the Planning Portal (Ref: PP-11688207) and the requisite fee of £164.20 has been paid to the council via an online payment.

Relevant Planning History

- F/21/91821 - Use of existing retail unit as foodstore (Use Class E) with external building and layout alterations to include changes to car park – Approved 12 September 2022.

Application Proposal

This application seeks advertisement consent for the erection of seven signs associated with the approved Aldi foodstore and includes :

- 3no. new internally illuminated wall hanging signs mounted to the face of the building (Sign A).
- 2no. new internally illuminated flexible faced tensile showcase sign mounted to the face of the building (Sign B).

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- 1no. vinyl film logo applied to glass of entrance lobby (Sign C); and
- 1no. Opening times panel and image – vinyl film graphic applied to shopfront glazing (Sign D)

The three proposed new internally illuminated wall hanging signs (Sign A) are proposed to be applied to the face of the building. The signs include the Aldi logo, which are to be located on the north eastern and north western facing elevations, and will measure 3010 mm in height and 2570 mm in width. Given the size and location of the store, the wall mounted signs are of an appropriate scale, and will be critical to both the design of the store and the store's success in this location. Please see drawings ref. 200698-1310-P03 and 200698-1510-P03 for full details of the sign.

The two proposed new internally illuminated showcase signs (Sign B) are proposed to be applied to the face of the building. The signs include the Aldi logo, and are to be located on the north eastern and south eastern elevations, and will measure 1860 mm in height and 4660 mm in width. Given the size and location of the store, the wall mounted signs are of an appropriate scale, and will be critical to both the design of the store and the store's success in this location. Please see drawings ref. 200698-1310-P03 and 200698-1510-P03 for full details of the sign.

The proposed non-illuminated building entrance sign (Sign C) is a vinyl film logo sign applied to the glazing of the store entrance between the entrance and exit doors (north eastern facing elevation). The sign will measure 1475 mm in height and 1240 mm in width. The sign is required in order to highlight the entrance to the store building. Please see drawings ref. 200698-1310-P03 and 200698-1510-P03 for full details of the sign.

The proposed non-illuminated opening times panel and image sign (Sign D) is a vinyl film logo sign applied to the shopfront glazing of the store on the north eastern facing elevation. The sign is made to fit a single full length shopfront glazing panel, and is required to display the opening times of the store and to welcome customers into the store. Please see drawings ref. 200698-1310-P03 and 200698-1510-P03 for full details of the sign.

Planning Policy

A summary of national and local planning policy considered relevant to this application is set out below.

In NPPF Section 12 'Achieving well-designed places', Paragraph 136 notes that the quality and character of places can suffer when advertisements are poorly sited and designed. It also mentions that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Eastleigh Supplementary Planning Guidance 'Shopfronts & Signs' (adopted October 1996) states that illuminated letters by concealed neon tube or spotlighting are acceptable in most circumstances.

Lighting Statement

Illumination is proposed for five signs. The level of illumination of these signs will not exceed 108 cd/m². This level of proposed internal illumination is producing a modest 'soft glow' and therefore it is considered that this is acceptable within this location.

Public Safety and Amenity

The proposed signs will not sail over a public highway, and the sign will be fixed and/or located away from areas where customers are likely to walk. The sign would, therefore, not be causing obstruction or represent the possibility of dangerous distractions to drivers on the adjacent roads network.

It is considered that the proposed sign would not have an adverse impact on the visual amenity of the local area. The sign preserves the visual amenity of the store as well as the surrounding area by reason of its size, design, location, and massing.

Conclusion

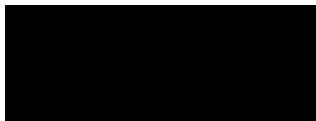
Aldi Stores Ltd specialises in Class E discount food retail. The application seeks advertisement consent for seven signs to be located on the buildings north western, north eastern, western, and southern facing elevations. The proposed signage is required to clarify the nature of the commercial use and to advertise the retailer's presence in the area. This is crucial to the commercial success of the business.

Given the use of the site and its location, we consider that the proposed sign is acceptable and in accordance with National and Local Planning Policy. The proposed sign is proportionate to the scale of the site and the approved building.

Given the size of the approved store and context of the site, it is considered that the location and scale of the sign proposed is not excessive and will not result in unnecessary 'clutter'. The proposed signage is in keeping with the character of the area and will not negatively impact public safety.

I, therefore, invite the Council to grant advertisement consent for the signs proposed through this application. I look forward to receiving confirmation that the application has been received and registered in due course. Should you require any further information, please do not hesitate to contact me.

Yours sincerely,



Jack McLean

Assistant Planner

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Bristol

Enc.