Dear Sirs,

APPLICATION FOR EXPRESS ADVERTISEMENT CONSENT FOR PROPOSED SIGNAGE LAND AT STATION ROAD/ FULLBRIDGE, MALDON, ESSEX

Bilfinger GVA is instructed by Lidl UK GmbH ('Lidl') to apply for express advertisement consent for the display of signage at the permitted Lidl foodstore at the corner of Station Road and Fullbridge, Maldon.

Lidl UK GmbH submitted an application for the demolition of the existing buildings on the site and the erection of an enlarged foodstore with associated servicing and landscaping in June 2015. The application was heard at committee on 17 September 2015 and received a resolution to grant planning permission subject to conditions. The decision notice was issued by the Council on 21 September 2015 (Ref. FUL/MAL/150067).

In this letter we consider:
- the scope of submission;
- the proposals;
- the planning policy framework; and
- our summary and conclusions.

Scope of Submission

The application for express consent is supported by the following documentation and has been submitted to the local planning authority via the Planning Portal (ref. PP-05132872):

- a covering letter;
- completed application forms;
- Site Location Plan (Drawing No. 1520 500);
- Advertisement Site Plan as Proposed (Drawing No. 1520 520);
- Advertisement Elevation as proposed (Drawing No. 1520 520);
- Lidl wall mounted advertising hoarding as proposed (Drawing No. 1520 522);
- Lidl wall mounted signage as proposed (Drawing No. 1520 523);
- Lidl signage totem as proposed (Drawing No. 1520 524);
- Poster display unit and Directional arrow sign as proposed (Drawing No. 1520 525);
- Application fee of £110.00 (sent under separate cover in the post).
The Proposals

This application seeks express consent for four types of signage including one totem sign; two gable signs; two wall mounted billboards; one poster display unit and two directional signs.

The proposed signage is considered in further detail below.

Totem Sign

A single, totem sign is proposed on the northern frontage of the site, adjacent to the access from Station Road. The location of the proposed totem sign is indicated on the submitted Advertisement Site Plan as Proposed (Drawing No. 1520 520).

The totem sign is described by the submitted Lidl signage totem as proposed (Drawing No. 1520 524). It would be approximately 6m high and 2m wide. It would comprise a galvanised steel frame with aluminium panels, lacquered in white aluminium (RAL 9006). The base is lacquered in graphite grey (RAL 7024).

The totem sign would provide basic information regarding the range of products and facilities available, as well as confirmation of opening hours. The design of the totem sign allows this information to be presented clearly and effectively.

The Lidl logo on the sign comprises an internally illuminated lighting box with a printed acrylic logo shell, consistent with Lidl’s corporate brand. The Lidl logo is internally illuminated by LEDs, linked to the foodstore Building Management System (BMS).

Gable Signs

Two gable ‘bubble’ signs are proposed, at first floor level, on the north and west elevations of the foodstore above the store entrance.

The submitted elevations (Drawing No. 1520 520) confirm the positioning of the signs on the foodstore elevations. The Site Plan as Proposed identifies the location of the proposed gable ‘bubble’ signage within the site (Drawing No. 1520 520).

The signs are 2.5 metres, in height and width and would primarily be visible from Station Road and Fullbridge. The gable signs would be internally illuminated and are described in further detail on the submitted drawings (Drawing No. 1520 523).

Wall Mounted Billboards

Two wall mounted billboards are proposed along the northern elevation of the foodstore. The accompanying elevations (Drawing No. 1520 520) show the position of the proposed signage along the foodstore elevation.

The signs are 3.05 metres in height and 6.1 metres wide. The signs would comprise a timber base with a stainless steel frame, fixed to the wall with brackets. The design of the billboards is described in further detail on the submitted drawings (Drawing No. 1520 522).
**Poster Display Unit**

A single free-standing ‘Poster Display Unit’ is proposed adjacent to entrance to the Lidl foodstore.

The ‘Poster Display Unit’ would be mounted on a stainless steel frame. The display unit would be approximately 1.2 metres in height and 1.6 metres wide and raised approximately 0.8 metres above the ground.

The design of the ‘Poster Display Unit’ is described in further detail on Drawing No. 1520 525.

**Directional Arrow Signs**

Two directional signs are proposed within the application site. The first directional sign is proposed at the access to the main Lidl car park from Station Road. The second directional sign is proposed adjacent to the pedestrian access to the site from Fullbridge.

The directional signs would be mounted on a galvanised steel frame. The signs would be approximately 0.5 metres in height and 1.4 metres wide. The signs would be mounted approximately 1 metre above the ground.

The design of the directional signs is described in further detail on Drawing No. 1520 525.

**Planning Policy Considerations**

This application for express advertisement consent is submitted under the Town and Country Planning (Control of Advertisements) Regulations 2007. In accordance with Part 5, Schedule 3 of the 2007 Regulations, the proposed signage is considered to require express advertisement consent.

Part 1 (3) of the 2007 Regulations state 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”.

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications be determined in accordance with the provisions of the development plan, unless material considerations indicate otherwise.

The development plan, in this case, consists of the ‘saved’ policies of the Maldon District Replacement Local Plan 2005.

‘Saved’ Policy BE9 relates to the display of advertisements on buildings and states that advertisement consent will only be given for the display of advertisements that respect the interests of public safety and amenity. It goes on to set a number of criteria for the display of advertisements, as follows:
“(a) advertisements will only be permitted if they are well designed and located so as not to detract from the area in which they are situated;

(b) Proliferation of signs advertising a single site or enterprise will not be permitted;

(c) Signs and advertisements should relate to the scale and character of the building on which they are located;

(d) Consent for signs to be illuminated will be considered in relation to the visual impact and functional need. Such advertisements will not be permitted in residential areas.”

In determining an application for the display of signage, Maldon District Council will have regard to the National Planning Policy Framework (NPPF).

Paragraph 67 of the NPPF establishes that “Control over outdoor advertisements should be efficient, effective and simple in concept and operation.” The NPPF makes it clear that advertisements should be subject to control only in the interests of amenity and public safety

Public Safety

In assessing the impact of signage on public safety, LPAs are expected to have regard to its effect on the safe use and operation of any form of traffic, including the safety of pedestrians. LPAs will, therefore, consider such matters as the likely behaviour of drivers of vehicles who will see the sign.

With regards to public safety at the application site, it is considered that the proposed signage, by nature of its size, content and location, will not distract drivers on Station Road or Fullbridge.

Amenity

In assessing the impact signage on amenity, LPAs will normally have regard to their effect on the appearance of the site and impact on visual amenity in the immediate neighbourhood where it is to be displayed. Consideration will be given to the cumulative impact of signage, on its surroundings. Relevant considerations for this purpose are the local neighbourhood characteristics including historic, architectural, or cultural features, contributing to the distinctive character of the locality.

With regards to amenity at the application site, it is considered that the proposed signage has been designed to reflect the commercial character of the area and the permitted retail use of the site. The proposed signage would utilise a range of modern materials which reflect those utilised in the foodstore and its contemporary appearance.

The backdrop of the proposed signage would comprise the permitted foodstore building, boundary walls, trees and landscaping. The signs would not, therefore, appear as dominant features but would be viewed in the context of the permitted foodstore. The signage would not detract from the appearance of the permitted foodstore, nor any particular historic, architectural or cultural features in its immediate surroundings.
The site was formerly used for a range of commercial uses including vehicle storage and repairs and taxi depot. The site has an untidy, unkempt and unmanaged appearance both on its boundaries and internally and creates a poor image at this important junction, leading towards the river and town centre beyond. The site does not currently contribute positively to the character of the nearby Conservation Area and detracts from its setting.

There was also a range of signage on the site and along its boundaries with Station Road/Fulbridge. This included large signs and advertisement hoardings as illustrated in Figure 1.

![View of site from Fullbridge.](image1)

![View of site from Station Road/ Fulbridge Roundabout.](image2)

![View of site from Station Road.](image3)

**Figure 1.** Images of signage on the site prior to site clearance in February 2016.

The proposed signage would utilise Lidl’s standard corporate colours which reflect its corporate identity and the modern contemporary appearance of the Foodstore. The proposed signage
would, therefore, provide a coherent, consolidated and well-designed signage strategy for the site which would effectively promote the new Lidl foodstore.

Therefore, in our view, the proposed signage, when seen in the context of the wider redevelopment of this site as a new Lidl foodstore, would be entirely appropriate in the context of the permitted store, would represent a material improvement on the current situation and would have no harmful impact in relation to nearby heritage assets.

We therefore conclude that signage is acceptable, and would not have any detrimental impact on amenity or highway safety, particularly when the former use of the site and the large advertisement hoardings which bounded the site is considered.

**Summary**

Lidl is committed to delivering a high-quality, new Lidl foodstore on the site. In granting planning permission, the LPA anticipated that Lidl would require signage in accordance with their Corporate approach. The proposals are for well-designed, high-quality signage which reflects the character of the permitted Lidl foodstore and Lidl’s corporate identity.

We conclude that the proposals would have no adverse or detrimental impact on amenity or public safety, taking into account the provisions of the development plan and national planning policy. Therefore, we respectfully request that advertisement consent is granted for the proposed signage.

We trust that the information submitted with this letter is sufficient to allow the application to be registered and subsequently recommended for approval. However, should you require any further information, please do not hesitate to contact Stephanie Eastwood on 0121 609 8120 or at stephanie.eastwood@gva.co.uk.

Yours faithfully,

Bilfinger GVA

Enc.