

ADVERTISEMENT STATEMENT

Proposal: Application for Advertisement Consent

Description: a) Three internally illuminated fascia signs b) Four non-illuminated graphic signs

Location: Tesco Stores Ltd, Cangle Road, Haverhill, Suffolk, CB9 0BQ

Applicant: Mr. Ben Train, Tesco PLC

1. Introduction

This statement supports an application for advertisement consent at Tesco Stores Ltd, Cangle Road, Haverhill. The proposal seeks permission for the installation of three internally illuminated fascia signs and four non-illuminated graphic signs associated with store branding and customer wayfinding.

The proposed signage forms part of a routine refresh of the store's external presentation, ensuring consistency with Tesco's corporate identity while maintaining sensitivity to the surrounding environment and relevant planning policies.

2. Amenity

The proposed advertisements have been designed to integrate harmoniously with the existing building and the wider commercial context. The scale, form, and positioning of the signs are proportionate and respect the architectural composition of the store façade.

High-quality materials will be used to ensure durability and an attractive finish. The colour palette and design follow Tesco's national branding standards, while maintaining visual compatibility with the surrounding retail setting.

The three fascia signs will be **internally illuminated at an average luminance level of 350 cd/m²**, providing clear visibility during evening hours without causing glare or excessive light spill. The four non-illuminated graphic signs will support wayfinding and customer information in a discreet and functional manner.

The signage scheme will not result in visual clutter or detract from the character or appearance of the locality. Accordingly, the proposal will have **no adverse effect on visual amenity**.

3. Public Safety

The advertisements have been designed and sited to ensure there are **no impacts on public or highway safety**.

- The illumination level of 350 cd/m² is within accepted standards for commercial fascia signs and will not cause glare, dazzle, or distraction to drivers or pedestrians.

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- No signage will obstruct visibility splays or interfere with highway signage, lighting, or access points.
- All fixtures will be installed securely in accordance with relevant building and electrical safety regulations.

The proposed advertisements are therefore considered safe and compliant with the requirements of the highway and building control authorities.

4. Illumination

Should the site be located within or adjacent to a conservation area, particular care has been taken to ensure the illumination remains sensitive to the local context.

The internal illumination will be limited to **350 cd/m²**, operated during store trading hours only, with no upward light emission or unnecessary spill beyond the sign face. This ensures that the signage maintains legibility while preserving the character and appearance of the surrounding area.

The use of controlled, energy-efficient illumination aligns with current environmental standards and supports West Suffolk Council's sustainability objectives.

5. Conclusion

The proposed signage is **appropriate in design, scale, siting, and luminance**, and will not harm visual amenity or public safety. The controlled illumination and careful integration with the building ensure a high-quality and contextually suitable appearance.

The proposal accords with the provisions of the **Town and Country Planning (Control of Advertisements) (England) Regulations 2007**, the **National Planning Policy Framework (NPPF)**, and the relevant policies of the **West Suffolk Local Plan**.

Accordingly, it is respectfully requested that **advertisement consent be granted** for the proposed signage scheme.

Yours faithfully,

Planning Applications - Town Planning

Tesco Business Solutions

Tesco Stores Ltd.

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