

Planning Statement

Advertisement Consent Application

Tesco Stores, Lancashire Road, Millom, LA18 4BX

1. Introduction

This statement supports an application for advertisement consent at Tesco Stores, Lancashire Road, Millom. The store is located within/adjacent to a Conservation Area (*update if applicable*) and the proposed signage seeks to modernise existing branding while maintaining high standards of visual amenity and public safety.

The works comprise:

- **4x fascia signs** – externally illuminated via trough lighting, with fret-cut letters installed on the wall
Specification: Tesco in Opal 030 Avery 4509 Red 431, blips in Opal 030-Avery 5600 LD/082A Blue
- **1x Store directory Dibond sign**
- **4x Dibond ATM unit signs** updated to latest standard
- **2x Site signs** – replacement of Dibond graphics on existing stainless-steel poles

No increase in advertisement clutter or new structures is proposed; illumination will remain modest and appropriate to context.

2. Design and Appearance

The proposals retain the existing advertisement hierarchy and respect the building's scale and architecture. The use of high-quality finishes and the familiar Tesco brand style ensures a consistent, clean, and modern appearance appropriate to this commercial site.

Externally illuminated trough lighting has been selected to ensure light is directed solely onto the signage surface, avoiding glare or spillage. The illumination level will be controlled to remain subtle and in keeping with the surrounding area's character.

The proposals therefore constitute **good design** in accordance with paragraph 139 of the National Planning Policy Framework (NPPF), which states that poorly designed development should be refused.

3. Heritage Considerations

Where relevant, special regard has been given to the duty under **Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990** to preserve or enhance the character or appearance of the Conservation Area.

The signage replaces existing installations and does **not** introduce new clutter, bulk or inappropriate design features. The refreshed branding supports the continued viable use of the property, consistent with:

NPPF paragraphs 210, 212 & 219, which encourage sustaining heritage significance while enabling viable uses

- **NPPF para. 215**, whereby any less-than-substantial harm must be balanced against public benefits – in this case, the proposal enhances legibility and supports the important retail function for the local community
- **NPPF para. 220**, requiring protection of positive heritage attributes – the proposal maintains the existing arrangement without detriment to the area

The proposal reflects an enhancement through improved design quality, materials and maintenance, therefore **preserves and slightly enhances** the local character.

4. Amenity and Public Safety

The signage remains appropriately positioned relative to the highway, pedestrian routes, and the building façade.

In accordance with **Policy BE6 (Advertisements)**:

- The illumination will not cause glare or distraction for road users
- The size, scale and siting do not affect sightlines or public safety
- The proposal does not harm local visual amenity

The signage continues to support the safe functioning of the store, including visibility of the ATM and wayfinding information.

5. Compliance with Local Policy

The proposal accords with relevant policies of the Copeland Local Plan, including:

Policy	Compliance Justification
BE1 – Built Heritage	Design is sympathetic to local character; supports continued viable use of the site
BE2 – Designated Heritage Assets	Preserves and marginally enhances significance through updated quality and controlled illumination
BE4 – Non-designated Heritage Assets	No harm to heritage value; careful replacement of existing signage
BE5 – Shopfronts	Appropriate branding retained; design consistent with guidance and existing layout
BE6 – Advertisements	No adverse effect on amenity or public safety
DS4 – High Quality Design	High-quality materials and thoughtful lighting improve design standard
DS5 – Landscaping & Setting	Works respect the existing setting and require no physical landscaping alteration

Additionally, the proposal is consistent with Copeland's **Conservation Area Design Guide (2017)** standards regarding scale, illumination, and retention of commercial character.

6. Public Benefits

The advertisements will:

- Improve store visibility and customer wayfinding
- Support local employment and retail accessibility for the community
- Modernise the appearance of the site with no increased harm to the environment or heritage setting

These benefits support the store's continued operation as a key local service.

7. Conclusion

The proposed advertisements are modest, sensitively designed, and replace existing signage to enhance the building's appearance and functionality. They preserve the character of the Conservation Area, safeguard public safety, and comply fully with the NPPF and Copeland Local Plan policies.

Planning permission is therefore respectfully requested for advertisement consent as submitted.

Prepared & submitted by:

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