CARNEYSWEENEY

Brunel House
2 Fitzalan Road
Cardiff
CF24 0EB

Our reference: CSC1183

11th November 2026

Fareham Borough Council
Civic Offices
Civic Way
Fareham
PO16 7AZ

Via Planning Portal

Dear Sir/Madam,

Lidl Great Britain Ltd
Advertisement Consent Application – Amended Signage for Approved Lidl Foodstore on Former HCC Depot Land Adjoining Cartwright Drive & Southampton Road, Titchfield, PO14 4FT
(Planning Portal Ref. PP-15356774)

On behalf of my client, Lidl Great Britain Ltd, I enclose herewith an application seeking advertisement consent for a minor variation to the signage that has already been approved for the proposed Lidl foodstore at Segensworth under ref. P/26/0750/AD. The approved signage comprises the following:

- Canopy mounted fascia signs x 2.
- Wall mounted billboards x 2.
- Wall mounted small billboards x 1.
- Freestanding poster display unit x 1.
- Freestanding flag style signs x 2.
- Wall mounted fascia trolley bay sign x 1.

The enclosed application only relates to: i) the flag sign adjoining Southampton Road, which Lidl wish to move slightly further east; and ii) the westernmost billboard on the front/southern elevation, which needs to be moved slightly further west to allow for the repositioning of a MOE door (which is the subject of a separate non-material amendment application). The application documentation comprises:

- Application form.
- Proposed Site Signage (ref. XX-XX-D-A-99002 rev. P03).
- Site Location Plan (ref. XX-XX-D-A-91005 rev. P23).
- Application fee of £174 (to be paid via bank transfer to the Planning Portal).

The enclosed site signage drawing details all of the signage proposed for the store, but it is only the flagpole sign (sign/type 5) adjoining Southampton Road and the westernmost billboard (sign/type 1) that are included in this application, as all the other signs (including the second flagpole sign at the site entrance adjoining Cartwright Drive) remain the same and already have approval. A new advertisement consent is only required and sought for the relocation of the one flagpole sign adjoining Southampton Road, which will be identical in size, appearance, dimensions and specification to that previously approved under consent ref. P/26/0750/AD,

and the one billboard, which again will have identical specifications to the approved one and is only being moved slightly further west on the front of the building. No amendments are proposed to any of the other approved signage, all of which will remain in their previously consented locations as originally approved. As such, the proposal does not introduce any material change to the scale, character or visual impact of the approved signage scheme.

The small change to the location of these two signs will have no greater impact than the approved locations, so I trust you will find it non-contentious and feel able to give delegated advertisement consent without any undue delay.

Yours faithfully

[redacted]

Max Lewis
Graduate Planner
CarneySweeney
max.lewis@carneysweeney.co.uk
07719 304363

Encs