



Planning application W/26/00047/ADV

Advertising signage at the old Graham Builders unit on Elm Road by Tesco Ltd

"This objection is submitted on behalf of the Vale of Evesham Civic Society.

"On behalf of the Vale of Evesham Civic Society I set out those parts of the proposed signage that should be refused, or amended plans submitted, as follows:

The vinyls for the roadside windows, 10, 11, 12 are far too bright and distracting for passing traffic, given that this elevation is at the back of the pavement, therefore very close to the traffic on Elm Road. Either plain windows or muted colours, ideally not of Tesco products - everyone knows what they stock. Sign 12 - Hello Evesham is just unnecessary. We all know we are in Evesham.

Also sign 13 on the pole at the car park entrance - Hello and Goodbye is just unnecessary and again a distraction. The simpler the signage, the safer the site."

