
Site Address:	Former site of Little Chef, A27 Havant Emsworth Bypass, Emsworth		
Proposal:	Display of 1No. illuminated flush mounted fascia sign, 1No. illuminated flush mounted disk sign and 1No. Pylon/Totem acrylic fascia sign.		
Application No:	APP/16/00367	Expiry Date:	10/06/2016
Applicant:	Miss Rhodes 23.5 Degrees Ltd		
Agent:	Miss Gulacsi Architecture Design Limited	Case Officer:	Tina Pickup
Ward:	Emsworth		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is located along the east bound carriageway of the A27. The site itself is made up of three sections, the petrol filling station located adjacent to the highway, further north west is a large car park and sited within this is a Travelodge and what was formerly a Little Chef. Both of these buildings are fully screened from the highway by mature trees and vegetation and grass verge.

The Travelodge is a two storey building with a link to the west elevation of a single storey former Little Chef, and it is this single storey building that comprises the application site. The main section of this building is visually single storey with a steep pitch with a lower pitched side projection on the east elevation. The resultant recess in the south eastern corner provides the main entrance to the building. There is currently a totem pole located within the verge of the slip road advertising the Travelodge. The petrol filling station also has its own petrol price totem in the grass verge to the south of the petrol station. The other previous signage on the building advertising Little Chef has now been removed.

2 Planning History

91/53284/008 - Erection of integrated Motorist Restaurant and 36 be Travelodge., PERM,
95/53284/014 - Replacement internally illuminated pole sign to a height of 6.258m., PERM, 14/09/1995
04/53284/018 - Single storey side extensions to east & north elevations to form larger shop area., PERM, 23/06/2004
03/53284/016 - Application by Vodafone Limited to determine whether prior approval is required for the siting and appearance of a 15m high monopole with 6 no. antennas, 1 no. 600mm and 1 no. 300mm transmission dishes (total height of installation 17.2m) to rear (north) of existing travelodge building together with an associated equipment cabin at ground level enclosed within a chain link fenced compound and ancillary development., WD, 20/03/2003
00/53284/015 - Retention of two non-illuminated freestanding advertising banners to south of restaurant, REF, 18/07/2000
APP/12/00638 - Display of 1No. non illuminated fascia sign, consisting of woodmark lettering; 1No. illuminated 'Siren' logo sign; 1No. illuminated double sided Totem sign

and 1No. illuminated Pylon Directional Sign., PERM,23/08/2012
APP/12/00642 - Replace single entrance door with new double entrance doors.
Re-paint existing external window frames and door frames and introduce a new outdoor seating area to shop front., PERM,23/08/2012
APP/13/00640 - Advertisement application for 1No. internally illuminated 'Siren' logo sign, to be repositioned on the roof. (Previously approved under planning permission APP/12/00638)., PERM,28/08/2013

There is also another current planning application running concurrently with this:
APP/16/00366 - Replacement of single fire exit door with a double door to form new main entrance. , PERM,

3 Proposal

The application seeks advertisement consent for:

A/ 1No. illuminated flush mounted fascia sign which replaces the previous 'Little Chef' lettering on the south elevation with 'Starbucks Coffee' lettering in green and white. These letters would be internally illuminated and static.

B/ 1No. illuminated flush mounted disk sign in white and green to the east elevation. The sign would be internally lit and static

C/ and the addition of the Starbucks logo to the existing internally illuminated 7m high Totem fascia sign.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011
CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014
AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)
AL2 (Urban Area Boundaries and Undeveloped Gaps between Settlements)

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

FAO Mr P Marshall, Development Engineer - No adverse comment

6 Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 0

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

Summary:

Comment:

7 Planning Considerations

7.1 Applications for the display of advertisements can only be considered in the interests of amenity and public safety, having regard to the development plan and any material considerations. These will be referred to in their relevant considerations:

- (i) Amenity
- (ii) Public Safety

(i) Amenity

7.2 The proposed fascia signs replace the former signage for the Little Chef and are slightly smaller and more in scale with the building. The static illumination is considered appropriate to this screened site. The additional signage on the existing Totem pole will not change its height or visual impact on the wider area. There is considered to be no additional harm to the visual amenity of the wider area as a result of this proposal which is therefore considered to be in accordance with policy DM21 of the Allocations plan.

(ii) Public Safety

7.3 The site is located adjacent the A27 and the Totem is currently positioned to alert drivers to the presence of the Travelodge by being visible in advance of the exit. No change to the totem's height or position is proposed and the addition of the Starbucks logo is not considered to detrimentally affect highway safety or result in a distraction to drivers. The fascia signs are only visible within the car park area of the site and would not be detrimental to public safety. The development engineer has raised no objection. As such there is no objection on highway or public safety grounds.

8 Conclusion

The proposed signage is considered to be appropriate to the site and its context, compliant with relevant policy, and would not have any detrimental effect on either amenity or public safety and is accordingly recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00367

(A)

(B) subject to the following conditions

- 1 (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- (b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- (d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- (e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

Site Plans Drawing Project # 69420-001 Sheet No 01
Existing Exterior Elevations Project # 69420-001 Sheet No A-2001
Existing Exterior Elevations Project # 69420-001 Sheet No A-2002
Proposed Exterior Elevations Project # 69420-001 Sheet No A-2001
Proposed Exterior Elevations Project # 69420-001 Sheet No A-2002
Totem Sign Drawing No: 16-120 Rev A
Architectural Site Plan Project # 69420-001 Sheet No A-1001

Reason: - To ensure provision of a satisfactory development.