
Site Address: Little Chef, A27 Havant Emsworth Bypass, Emsworth,
PO10 7RB

Proposal: Advertisement application for 1No. internally illuminated 'Siren' logo
sign, to be repositioned on the roof. (Previously approved under planning permission
APP/12/00638).

Application No:	APP/13/00640	Expiry Date:	29/08/2013
Applicant:	Mr Morgan	Team:	Team 2
	Starbucks Coffee Company		
Agent:	Miss Hucker	Case Officer:	Jenna Shore
	Evolve RPS Limited		
Ward:	Emsworth		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is located along the east bound carriageway of the A27. The site itself is made up of three sections, the petrol 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.

2 Planning History

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.
Permitted. 23/08/2012

3 Proposal

- 3.1 The application seeks to make a revision to application APP/12/00638 by moving a logo sign from the east facing elevation of the Little chef/Starbucks building and moving it to the east facing roof slope of the building.

4 Policy Considerations

National Policies

National Planning Policy Framework

Core Strategies 2011 forming part of the HBLDF
CS16 (High Quality Design)

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

5 Statutory and Non Statutory Consultations

Urban Design

No comment

Development Engineer

No Comment

Highway Agency

No objection

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

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Principle of development
- (ii) Effect on neighbours
- (iii) Effect on the character of the area
- (iv) Highway Safety

(i) Principle of development

7.2 The site is located in a countryside location within the Emsworth Strategic Gap, consequently policy UF1 is applicable. The proposal is unlikely to lead to

(ii) Effect on neighbours

7.3 The proposed advertisements are sited away from residential properties and generally face out onto car parking associated with the Travelodge and petrol station. The proposed advertisement does not directly face windows associated with the adjacent Travelodge, it is unlikely that the proposed sign would result in an adverse impact to this adjacent use. It is however noted that the proposed intensity of the sign is not included within this application. A condition can be included to limit excessive use of lighting (carried over from APP/12/00638)..

(iii) Effect on the character of the area

7.4 The proposed signs are thought to be of a colour and size which is in keeping with the use of the immediate area. It is unlikely that this inclusion will lead to an untidy or

cluttered appearance. It is considered that the sign directs people to the entrance point and so has a purpose. The principle of the sign has already been agreed under reference APP/12/00638.

(iv) Highway safety

- 7.5 As the application is to replace existing signs in similar positions, the appearance of the site and impact on safety of the A27M is highly unlikely to be affected. Accordingly under the Control of Advertisement Regulations 2007, Art 13 (1c), consultation with the Sec of State (Highway Agency) is not considered necessary in this case. The Local Highway Authority has been consulted but no response received to date. However, in consideration of Highway safety, a condition to control intensity of lighting, which must also remain static in nature, is considered necessary, mindful of the considerations contained in Art 13 (1e).

8 Conclusion

- 8.1 The proposed relocation of the round logo sign from the wall of the east facing elevation to the east facing roof slope is unlikely to lead to an adverse impact on the character of the immediate area or to residential neighbours. The level of illumination has not been included in this application, a condition, carried over from APP/12/00638 can be added to this application to ensure that the intensity of illumination is of an appropriate level.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/00640 subject to the following conditions

- 1 The development hereby permitted shall be begun before the expiration of 3 years from the date on which this planning permission was granted.
Reason: To comply with Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 1992
- 3 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992
- 4 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local

Planning Authority.

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.

- 5 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.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 6 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 7 No part of the 'Siren' logo sign shall be illuminated other than as hereby permitted in accordance with the approved details.
Reason: In the interests of the amenities of the area and highway safety, in accordance with policies CS16 and CS8 of the Havant Borough Local Plan (Core Strategy) 2011 and the National Planning Policy Framework 2012.
- 8 The illumination of the signs shall be of a static / a non-intermittent type and not of an intermittent / flashing type.
Reason: In the interests of the amenities of the area and highway safety, in accordance with Policies CS16 and CS8 of the Havant Borough Local Plan (Core Strategy) 2011 and the National Planning Policy Framework 2012.
- 9 The intensity of illumination for each sign which is to be illuminated shall not exceed 800 candelas per m².
Reason: In the interests of the amenities of the area and highway safety, in accordance with policies CS16 and CS8 of the Havant Borough Local Plan (Core Strategy) 2011 and the National Planning Policy Framework 2012.
- 10 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location plan and block plan received to the Council 28th June 2013

Existing elevations drawing number CO-EMSW-001-01 received to the Council 28th June 2013

Proposed elevations drawing number CO-EMSW-001-02 Rev A received to the Council 28th June 2013

Photographs received to the Council 28th June 2013

Reason: - To ensure provision of a satisfactory development.