

From: [REDACTED]
Sent: 12 Jan 2016 17:39:54 -0500
To: Representations
Subject: Planning Application 15/01397/Costa coffee shop in Emsworth

Dear Planning Officer,

I have tried to access the plans for this proposed development but without success so I am emailing instead to register my concern about this application for the following reasons:

- 1) Increase in delivery vehicles clogging up what is already a congestion 'pinch point' on the High Street. I have witnessed many times where the traffic has been at standstill due to unloading in the area and this will be exacerbated with more delivery vehicles. Already traffic building up because of unloading has a knock on effect to the 700 bus and its punctuality and slows emergency vehicles trying to get through the area. The applicants may try to ameliorate this by arranging for earlier deliveries thus causing unnecessary noise at unsocial hours affecting residents living in the area.
- 2) Parking problems caused by people driving into Emsworth to use Costa coffee. Seating 70 people, If these seats 'turned over' just three times a day the increase in traffic searching for car parking space, already difficult and at a premium, would be an unacceptable burden on the streets around the centre of Emsworth.
- 3) Litter increased Although seating is planned, this is essentially a take-away service. What are Costa's plans tackling increased take-away litter in the vicinity of its premises?
- 4) Signage - as a national consumer brand the Costa sign/street furniture would be at odds with the more traditional signage of the many independent traders in Emsworth. Has HBC considered recommending that any signage should reflect the nature of the area in which this business would be sited, if the application is successful? There are many good examples around the UK of national businesses retaining their branding but in a way which is sympathetic to the environment in which they do business. It may be argued that the very few national brands i.e Nat West, the Co-op have not had to adhere to this principle but it would be an innovative and thoughtful development.
- 5) Independent Traders - the results of a recent survey conducted in 2015 by the Emsworth Community Forum showed overwhelmingly that a very special feature about Emsworth were the quality, range and number of its independent traders. People living in Emsworth value these amenities and individualism displayed by our shop keepers and try to shop local wherever possible, and indeed much is possible in terms of what can be bought and enjoyed here. Competition is a good thing, but we already have 7 shops serving teas/coffees with a seventh in the pipeline in South Street, not to mention coffees served in the pubs in the area. What advantage will there be in having yet another coffee shop when weighed against the disadvantages referred to in 1-3 above?

I conclude by confirming that I object to this application of change of use.

Shirley Farmer
3 King Street
Emsworth
PO10 7AX

email: [REDACTED]