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| Parish: Chichester | Ward: Chichester East |
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CC/18/02619/ADV

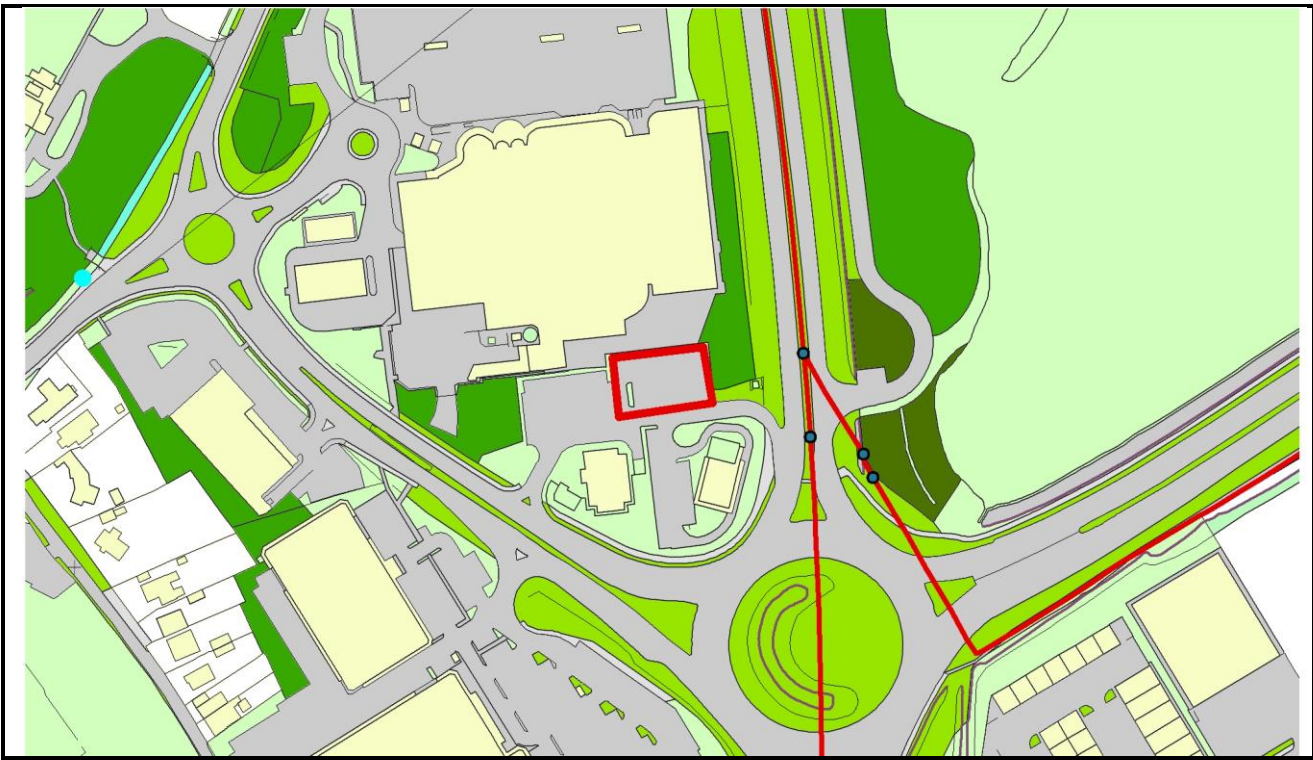
Proposal 1 no. height barrier, 3 no. key seller sign, 1 no. double menu sign, 1 no. welcome sign, 1 no banner frame, 1 no. pole sign and 2 no. fascia tray signs.


Site Land Adjacent To Sainsburys And A27 Roundabout Portfield Way Chichester West Sussex

Map Ref (E) 487702 (N) 105513

Applicant Costa Ltd

RECOMMENDATION TO PERMIT



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1.0 Reason for Committee Referral

- 1.1 Parish Objection – Officer recommends Permit

2.0 Site and Surrounding Area

- 2.1 The site is located within Chichester settlement boundary, north of Portfield Way (A285) and adjacent to the roundabout connecting the Chichester by-pass and the A27. The site is part of a larger site which hosts Pizza Hut, McDonalds and a surface car park containing 106 parking spaces for use by patrons of McDonalds drive-thru and Pizza Hut. Portfield Retail Park is located to the south and southwest, on the opposite side of Portfield Way, and Glenmore Park - an industrial park - to the southeast, on the opposite side of the roundabout. Sainsbury's supermarket and associated delivery area is located immediately to the north of the site.
- 2.2 There are two points of vehicular access: one onto Portfield Way and a second on the Chichester by-pass. The site area is predominantly flat. There is soft landscaping to the front and side of McDonalds and Pizza Hut, and some mature vegetation and trees in the northeast and northwest site boundaries. The site area extends to 0.68ha.
- 2.3 The site is located in Flood Zones 1 and 2, and is an area of historic landfill contamination. There are no TPO's or listed buildings / Conservation Areas near the site.
- 2.4 Whilst currently consisting of surface car parking, planning permission has recently been granted for a Costa coffee shop with drive-thru facility as well as the reconfiguration of the wider car park (ref. 16/01863/FUL).

3.0 Proposal

- 3.1 The application is for advertisement consent for 1 no. height barrier, 3 no. key seller signs, 1 no. double menu sign, 1 no. welcome sign, 1 no. banner frame, 1 no. pole sign and 2 no. fascia tray signs. The original application was for 1 no. height barrier, 3 no. key seller signs, 1 no. double menu sign, 1 no. welcome sign, 1 no. banner frame, 1 no. 10m pole sign, 1 no. set of roof letters and 2 no. fascia signs.
- 3.2 Amendments to the original application were received in order to address the initial concerns of the City Council. This includes the reduction in height of the pole sign from 10m to approximately 5m, the removal of the set of roof letters and adjustments to the levels of illumination on the fascia signs to a maximum of 300 cd/m².
- 3.2 The height barrier is required to prevent over- sized vehicles using the drive-thru lane. The key seller signs, banner frame and double menu sign are required to advertise the range of goods on offer. The fascia tray signs ensure the drive-thru building matches Costa's branding and facilitate easy identification. The pole sign is required to allow customers to see the drive-thru from a significant distance.

4.0 History

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| 88/00714/CC | PER | O/L - erection of a restaurant together with parking and ancillary facilities. |
| 92/00672/CC | PER | Outline - erection of restaurant together with parking and ancillary facilities. |
| 94/01997/FUL | PER | 2 restaurant units. |
| 96/00681/FUL | PER | Erection of one unit for Class A3 purposes (Use Classes Order 1987) to include a drive thru' facility and associated servicing and car parking. |
| 97/00293/FUL | PER | Erection of one restaurant unit (use class A3) with associated parking, servicing and landscaping. |
| 97/00295/FUL | REF | Erection of one restaurant unit (use Class A3) with associated parking, servicing and landscaping. |
| 97/01787/ADV | PER | 1 no. externally illuminated pole sign, 2 no. internally illuminated roof mounted signs and 1 no. internally illuminated entrance sign. |
| 06/00065/ADV | PER | Installation of an orange/blue, non-illuminated graphic panel. |
| 17/01863/FUL | PER | Erection of single storey coffee shop unit with associated drive thru facility and car parking, landscaping, reconfiguration of existing car parking and associated works. |
| 18/02619/ADV | PDE | 1 no. height barrier, 3 no. key seller sign, 1 no. double menu sign, 1 no. welcome sign, 1 no banner frame, 1 no. pole sign and 2 no. fascia tray signs. |

5.0 Constraints

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| Listed Building | NO |
| Conservation Area | NO |
| Rural Area | NO |
| AONB | NO |
| Strategic Gap | NO |
| Tree Preservation Order | NO |
| EA Flood Zone | |
| - Flood Zone 2 | YES |

6.0 Representations and Consultations

6.1 Parish Council

Chichester City Council maintains an objection to the proposed development.

Chichester City Council raised the following objection to the original proposals:

*No objection to the height barrier, banner sign, key seller signs or menu sign.
Objection to the roof signage, 10m high illuminated pole sign, and welcome sign.
Objection to the illumination of the tray signs. No objection should these elements be omitted or amended.*

The applicant subsequently amended the proposals to reduce the 10m pole sign to 5m, to limit the levels of illumination in accordance with a condition as proposed by Highways England and removed the roof signage in its entirety. The welcome sign is to be placed adjacent to an existing welcome sign of similar proportions therefore this element of the application was considered to be in accordance with other approved development.

Chichester City Council were reconsulted on the revised plans and made the following comments:

Objection to internal illumination of tray signs on building, external illumination would be more suitable. Objection to pole sign and welcome sign.

6.2 WSCC Highways

WSCC do not provide highways comments for signage/ advertisement consents as you have standing advice to follow. If this is a special case and the standing advice cannot be followed then the reasons why need to be given along with the application.

6.3 Highways England

Highways England has been appointed by the Secretary of State for Transport as strategic highway company under the provisions of the Infrastructure Act 2015 and is the highway authority, traffic authority and street authority for the strategic road network (SRN).

The SRN is a critical national asset and as such Highways England works to ensure that it operates and is managed in the public interest, both in respect of current activities and needs as well as in providing effective stewardship of its long-term operation and integrity. We will therefore be concerned with proposals that have the potential to impact the safe and efficient operation of the SRN.

In principle, we have no objection to the proposed development. However we recommend that the conditions below are included in relation to the 1 no. height barrier, 1 no. welcome sign, 1 no. banner frame, 1 no. 10 m pole sign, 1 no. set of roof letters and 2 no. fascia tray signs if you are minded to grant permission:

- (1) Between sunset and sunrise the intensity of the illumination of the signs shall not exceed 300 cd/m²;
- (2) Between sunrise and sunset the intensity of the illumination of the signs shall not exceed 600 cd/m²;
- (3) Signs shall be fitted with a light intensity monitoring sensor to ensure the illuminance intensity is dimmable to take account of ambient light conditions and comply with the maximum recommended lighting intensity;
- (4) The signs shall not display any moving, or apparently moving, images;

6.4 Third Party letter of objection has been received concerning:

a) The potential for a neighbouring retail facility car park to be used by potential customers of Costa.

This is not a material planning consideration in determining the application for advertisement consent, however, in the original application for the proposed development of the Costa drive thru sufficient parking was considered to have been accommodated on site to the satisfaction of WSCC to prevent there being any overspill to adjacent car parks.

7.0 Planning Policy

The Development Plan

- 7.1 The Development Plan for the area comprises the Chichester Local Plan: Key Policies 2014-2029 and all made neighbourhood plans. There is no made neighbourhood plan for Chichester City.
- 7.2 The principal planning policies relevant to the consideration of this application are as follows:

Chichester Local Plan: Key Policies 2014-2029

Policy 1: Presumption in Favour of Sustainable Development
Policy 2: Development Strategy and Settlement Hierarchy

National Policy and Guidance

- 7.3 Government planning policy now comprises the National Planning Policy Framework (NPPF), paragraph 11 of which states:

Plans and decisions should apply a presumption in favour of sustainable development.

For decision taking this means:

- *Approving development proposals that accord with the development plan without delay; or*
- *where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:*
 - i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or*
 - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.*

Paragraph 132 of the NPPF states:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). Schedule 3 of the Regulations sets out a series of different types of advertisement that benefit from 'deemed consent' and therefore can be installed without the need for the grant of Advertisement Consent.

Other Local Policy and Guidance

7.4 The following Supplementary Planning Documents are material to the determination of this planning application:

West Sussex County Council Illuminated Signs Standing Advice

8.0 Planning Comments

8.1 The main issues arising from this proposal are:

- i. Principle of development
- ii. Design and Impact upon Visual Amenity/Character of Area
- iii. Impact upon Public Amenity and Safety

Assessment

Principle of Development

8.2 The application proposes signage to a recently approved commercial development on the outskirts of Chichester, surrounded by similar commercial development and associated signage. The principle of the proposed development is therefore considered acceptable.

Design and Impact upon Visual Amenity/Character of Area

- 8.3 The application has been revised from the original submission. The original application for advertisement consent included proposals for roof lettering which has been removed in its entirety due to the height of the proposed lettering. A pole sign of 10m in height has also been reduced to approximately 5m to match the existing pole sign at Pizza Hut.
- 8.4 The site is surrounded by commercial development of a similar nature (Pizza Hut and McDonalds) and the proposed development sits further back in the site than the surrounding commercial uses, and therefore has a less prominent position within the street scene and when viewed from public vantage points.
- 8.5 The neighbouring commercial units contain roof lettering, pole signage, menu boards, fascia signage, banner frames, height barriers and welcome signage. There when read within its context, in its set back location, the proposed signage is considered to be acceptable in terms of its size, location, design and level of illumination. The pole sign would be located outside the entrance to the Costa drive thru and would be a similar size to the existing pole sign at Pizza Hut which lies in a prominent location off the A27. The proposed welcome sign would be located alongside the existing welcome sign for McDonalds at the same height (2.0m) and in front Pizza Hut. Whilst this adds another welcome sign in this location, this would not result in the visual clutter of the frontage or be detrimental to the visual amenities of the area, comprises of a number of commercial signs. On this basis, the siting, size and design of the proposed welcome sign is considered to be acceptable. The proposed 'Costa' lettering on the fascia tray sign is fret cut and therefore it is only the lettering that will appear illuminated and not the red background. Whilst the concerns from the City Council regarding the internal illumination is noted, there are numerous examples of such internally illumination signs within the immediate area, including the adjacent site at John Lewis at Home. On this basis it is considered that the proposed development is consistent and would relate sympathetically with the visual amenities of the area.
- 8.6 Following the revisions to the plans, the proposed signage is now considered to be acceptable in terms of its impact on the character and appearance of the area.

Impact upon Public Amenity and Safety

- 8.7 Section 3 of the Town and Country Planning 'The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)' sets out that the local planning authority shall take into account the interests of amenity and public safety when considering whether to grant consent for an advertisement.
- 8.8 No objections have been received regarding the impact of the proposed development on safety, either in terms of pedestrian safety or distraction to users of the highway network.

- 8.9 The proposed development is not considered to have any significant impact on neighbouring amenity due to its location surrounded by existing commercial development with advertisements of a similar scale, height and proliferation.
- 8.10 The proposal is considered to be in accordance with the contents of Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and is therefore considered acceptable.

Conclusion

Based on the above, the proposal would not be considered unduly harmful to Public Safety or the Local Amenity and so would comply with relevant regulations, policies and guidance. The application is therefore recommended for approval.

Human Rights

In reaching this conclusion the Human Rights of the applicants and nearby occupiers have been taken into account when reaching this recommendation and it is concluded that the recommendation to refuse/permit is justified and proportionate.

RECOMMENDATION

Approved subject to the following conditions and informatives:-

1) The works associated with the display of the advertisement(s) hereby permitted shall not be carried out other than in accordance with the following approved plans:

001, 002, 003, 264542, 26454, 261502, 24700, 264541, 26150 REV 8 PG 6, 24609, 26150, DOUBLE MENU

Reason: For clarity and in the interest of proper planning.

2) The intensity of the illumination of the signs proposed to be illuminated shall not exceed 300 cd/m² and the proposed signage shall not display any moving, or apparently moving images.

Reason: In the interests of public safety.

For further information on this application please contact Claire Coles on 01243 534734

To view the application use the following link - <https://publicaccess.chichester.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=PGA9NIERKHU00>