

15 December 2021

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Dear Sir / Madam,

APPLICATION FOR EXPRESS ADVERTISEMENT CONSENT

PERMITTED COFFEE SHOP WITH DRIVE THRU FACILITY, CROSSBUSH SERVICE STATION, LYMINSTER ROAD, LYMINSTER, BN17 7QQ

Savills is instructed by Costa Ltd to submit an application for Advertisement Consent to provide appropriate signage for a permitted coffee pod with drive-thru facility at Crossbush Service Station. Details of the exact package of advertisements are included in the 'Proposals' section of this cover letter.

Site Description

The application site consists of an area of amenity grassland and mature landscaping at Crossbush Service Station, fronting onto Lyminster Road. Planning permission was granted in November 2021 for a coffee pod with drive-thru facility which is to be occupied by Costa (ref. LY/15/21/PL).

Proposals

This application relates to the following advertisements:

- 1 x Fascia Signs;
- 1 x Roof Letters Sign;
- 1 x Cut out hearts and darts Sign;
- 1 x 'Great Coffee starts here' Built Up Letters;
- 1 x Pole Sign;
- 1 x Height Barrier;
- 1 x Exit Sign;
- 3 x Banner Frame;
- 1 x Directional Signs;
- 1 x Single Digital Menu; and
- 1 x Triple Digital Menu.

Shown in greater detail in the plans accompanying this application, these advertisements are to be located on or immediately adjacent to the drive-thru unit. Similar signage strategies are present across all Costa drive-thru's and, from their experience, such a layout and strategy is the optimum in terms of serving its function and appearing cohesive with surrounding development.

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

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Registered office: 33 Margaret Street, London, W1G 0JD

Planning Justification

The National Planning Policy Framework (NPPF) (July 2021) and The Town and Country Planning (Control of Advertisements) Regulations 2007 permit local authorities to only consider amenity and public safety matters when determining applications for Advertisement Consent.

Amenity

The application site is to be located as part of the wider Crossbush Service Station, adding to the range of services and facilities that are available to customers. The application site sits as part of a wider roadside development and the package of signage responds positively towards this. The proposed signage is modern and is considered to be in keeping with and proportionate to the surrounding land uses. The signage is required to ensure road users are aware of the drive-thru and can safely exit surrounding roads into the site. The signage also has an important role in displaying the full range of menu items, guiding vehicles safely through the drive-thru lane, and ensuring consistency with Costa's brand.

Schedule 3 of The Town and Country Planning (Control of Advertisements) Regulations 2007 sets out a series of different types of advertisements that benefit from 'deemed consent' and therefore can be installed without the need for the grant of Advertisement Consent. Whilst Advertisement Consent is sought for the entire package of advertisements as this represents a more simple and complete approach, Costa's point here is that some of the signs will benefit from Deemed Consent whilst in the case of other signs the extent of deemed consent represents a highly material fall-back position.

Highway Safety

The signs are used at a number of existing Costa drive-thru's nationwide and have been proven to be of high quality and to pose no threat to public safety. Likewise the sign manufacturers are used nationally by Costa and are well recognised for providing good quality signs. Illumination will be internal and static in order to ensure that it does not distract vehicles. Illumination levels will be limited to 900cd/sqm, a level that is typically considered acceptable for roadside locations.

Summary

The application seeks consent for a package of advertisements to accompany the proposed coffee pod with drive-thru facility at Crossbush Service Station. A full justification is provided in the preceding sections.

I look forward to receiving confirmation that the application has been registered in due course and I would welcome the opportunity to discuss the details of the application with the appointed Case Officer. Should you require any further information in the meantime, please do not hesitate to contact me.

Yours sincerely,



Sara Dryhurst-Roberts
Graduate Planner