
Site Address:	Museum 10B North Street, Emsworth, PO10 7DD		
Proposal:	Display of 3No. non-illuminated fascia signs and 1x non-illuminated projecting hanging sign.		
Application Type:	Advertisement		
Application No:	APP/23/00691	Expiry Date:	06/11/2023
Applicant:	Mr Trevor Davies Emsworth Maritime and Historical Trust		
Agent:		Case Officer:	Ikrame Essalih
Ward:	Emsworth		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site is Emsworth Museum located at 10B North Street, Emsworth. The building has unique architectural and historical features with a prominent position in North Street. The building is constructed in red Multi Old English bricks with elements of grey timber cladding to the south and west rear elevations and grey concrete slate roof tiles.
- 1.2 To the south elevation a prominent brick chimney is sited along with the main entrance to the museum marked by existing signage comprising a head banner including 'The Emsworth Museum' and vertical banner further to the front with the wording 'Museum' as well as a signage for opening hours and information and an adjacent lockable notice display cupboard. To the front elevation of the building, the existing signage include rectangular shape signs in white and pale blue and a notice display.
- 1.3 To the south side of the property there is vehicular access to a public car park laid out on the west side of the museum, bordered by other buildings rears and connected to another parking area to the rear of Emsworth community centre.
- 1.4 The surrounding area is mainly mix use buildings with residential upper floors and retail on the ground floor level with prominent signage along the streetscene.

2 Planning History

99/54726/002 - Static wall mounted sign, INV,
99/54726/003 - Non-illuminated wall sign on south elevation, PERM,25/11/1999
90/54726/000 - Non-illuminated fascia sign., PERM,
91/54726/001 - Erection of flag and flagstaff on front elevation, PERM,
APP/14/00881 - Display of 1No. non-illuminated wall mounted sign.,
PERM,21/10/2014
APP/14/00891 - Directional sign from the road to the Emsworth Community Centre,
UNK,

3 Proposal

The proposal involves the installation of two signs on the south elevation, one on the east elevation and one projecting hanging sign. The proposed signage would be replacing the existing one on both elevations. All signs will be non-illuminated with dark navy blue and white colours.

4 Policy Considerations

National Planning Policy Framework

The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

- CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)
- CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

- DM20 (Historic Assets)
- AL1 (Presumption in Favour of Sustainable Development)
- DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Emsworth Neighbourhood Plan Post Examination Version 2020

- ENP_H2 (Buildings of Local Historic Interest)
- ENP_D1 (General Design Policy)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Conservation Officer

Site

The application site is located on North Street in Emsworth. The building has some hertiage value as was built as the former Warblington Urban District Council. It is now occupied by the museum on one side and the fire station on the other. The building has been included on the Council's list of Buildings of Local Interest.

Proposal

Display of 3no. non-illuminated signs and 1 x non-illuminated projecting hanging sign.

Legislative and Policy Context: _

NPPF

The revised NPPF (September 2023) sets out in Chapter 16, the core principles relating to development affecting Heritage Assets that local planning authorities should consider in making planning decisions in the following paragraphs:

189. Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites which are internationally recognised to be of Outstanding Universal Value. These assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.

194. In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.

195. Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.

196. Where there is evidence of deliberate neglect of, or damage to, a heritage asset, the deteriorated state of the heritage asset should not be taken into account in any decision.

197. In determining applications, local planning authorities should take account of:

- a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- c) the desirability of new development making a positive contribution to local character and distinctiveness.

199. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

200. Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:

- a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;
- b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.

201. Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse

consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- (a) the nature of the heritage asset prevents all reasonable uses of the site; and
- (b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and
- (c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and
- (d) the harm or loss is outweighed by the benefit of bringing the site back into use.

202. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

Local Plan

Local planning policy comprises the adopted Havant Borough Local Plan Core Strategy 2011, along with the Allocations Plan 2014. With regards to local planning policy, the following are relevant:

Policy CS11 of the Core Strategy states that planning permission will be granted for development that: Protects and where appropriate enhances the borough's statutory and non-statutory heritage designations by appropriately managing development in or adjacent to conservation areas, listed buildings, scheduled ancient monuments, historic parks and gardens, archaeological sites, buildings of local historic or architectural interest.

Policy CS16 (1a) of the Core Strategy states 'Planning permission will be granted for development that is designed to a high standard, which helps to create places where people want to live, work and relax. All development should demonstrate that its design: Identifies and responds positively to existing features of natural, historic or local character within or close to the proposed development site'.

Policy DM20 of the Allocations Plan states that planning permission will be granted for development proposals that conserves and enhances the historic assets of Havant. It also states that application which affect, or have the potential to affect, heritage assets.

Assessment

The existing signage is fairly dated, and the proposal is to update this with new, fresh signage which is in keeping with the traditional character of the building. Currently there is no projecting sign however, this would suit the character of the building in terms of colours and graphics and would be in line with the projecting carriage light at first floor level.

Overall, it is considered that the proposed signage would not be harmful to this non designated heritage asset and accord with the relevant national and local planning policy.

Conclusion: **NO OBJECTION**

Councillor Grainne Rason

No comments received.

Councillor Lulu Bowerman

No comments received.

Councillor R Kennett

No comments received.

Emsworth Residents Forum

No comments received.

Hampshire Highways

In regard to application APP/23/00691, having reviewed the information contained within the application pack, there is no objection to the proposals from a highway perspective.

None of the signs are either illuminated or have moving images, and are flat to the surface of the building bar one projecting sign. It is however noted that the projecting sign is located 2.4m above ground level, and as such will be non-obstructive to passing pedestrians.

Conclusion: **NO OBJECTION**

Property Services Manager

No comments received.

Southern Gas Network

No comments received.

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: 17

Number of site notices: One

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
No comments received.	N/A

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) Visual amenity

- (ii) Highway safety
- (iii) Effect upon residential amenity

(i) Visual amenity

- 7.2 The proposed development would involve the installation of two signs on the south elevation replacing the three existing ones, a tray sign on the east elevation facing North Street replacing the existing one and a projecting hanging sign to be attached to the east side wall and in plan with the south side elevation. The existing signs are in pale blue and white whereas all proposed signs would be of dark navy blue colour with white word print and logo on the projecting corner sign and the opening hours sign. The proposed colours and print are deemed discreet and more integrated with the building design and the streetscene while also reflecting the maritime and historical character of Emsworth museum.
- 7.3 All proposed signs would be of appropriate dimensions which are not materially different from the existing ones, while the font and the colour are considered to be an improvement and complimenting the visual appearance of the building. Comments from the Council's Conservation Officer highlight that the proposed signage would be in keeping with the traditional character of the building and though there is currently no projecting sign, this addition would be acceptable and within the context of the building and its existing features.
- 7.4 Consequently, it is considered that the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of Policy CS11 of the Havant Borough Local Plan (Core Strategy) 2011, Policies DM20 and DM21 of the HBLP (Allocations) and Policies D1 and H2 of the Emsworth Neighbourhood Plan.

(ii) Highway safety

- 7.5 The proposed signs would be non-illuminated, and the only projecting sign would be above head height being positioned at 2.4 metres above ground level. Hampshire Highways have been consulted on this scheme and have raised no objection to the proposed signage. Therefore, it is considered that the proposed signage would not lead to an adverse impact on highway safety meeting the requirements of Policy DM21 of Havant Borough Local Plan (Allocations Plan (2014)).

(iii) Effect on residential amenity

- 7.6 The proposed signs would be of modest scale, non-illuminated and would be located at a sufficient distance from the nearest residential properties. Consequently, the proposal is considered to be acceptable within context of the neighbouring area and would not result in a harmful impact on residential amenity meeting the requirements of Policy CS16 of Havant Borough Local Plan Core Strategy (2011). It is noted no letters of objection were received with respect to the scheme.

8. Conclusion

- 8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.
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9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/23/00691, subject to the following condition:

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

Location Plan

Block Plan

Planning Statement

Proposed Signage Details and Refurbishment

Reason: - To ensure provision of a satisfactory development.