
Site Address:	6 South Street, Emsworth PO10 7EH		
Proposal:	Listed Building Consent for replacement signage to windows, elevations and canopy.		
Application Type:	Listed Building Consent		
Application No:	APP/22/00416	Expiry Date:	21/06/2022
Applicant:	Mrs Milner The Rowans Hospice		
Agent:	Miss Sutherland Hellier Langston Ltd	Case Officer:	Jeff Sadler
Ward:	Emsworth		

Recommendation: **GRANT LISTED BUILDING CONSENT**

1 Site Description

- 1.1 Number 6 South Street comprises a Grade II listed building located within Emsworth Conservation Area. The ground floor of No 6 is in retail use while the upper floors are residential. At ground level, the building incorporates painted render elevations above a stone plinth. The building is orientated with 'side-on' to the street, with its flank wall gable, facing South Street. The principal entrance is accessed via a small courtyard abutting the north-east principal elevation. The entrance door features a curved fanlight with curved head Georgian windows painted white to either side. A canopy protrudes from the face of the building above the entrance doorway. The canopy is supported on slender steel posts painted black. A secondary doorway, sealed and used for display purposes, opens directly onto South Street with a smaller sash window adjoining.
- 1.2 The listing description reads:
'House and shop. Early C19. Stucco, with a slate roof. Symmetrical east elevation of 2 storeys, 2 windows. Sashes in reveals, ground floor openings are round-head, with low sills. Cambered head to shop entrance, with ½-glazed door. Gables to the street, with 1 window above a wood door-case, of cornice above ½-round columns'.
- 1.3 The premises lie within Emsworth town centre and Conservation Area and within Chichester Harbour Area of Outstanding Natural beauty (AONB).

2 Planning History

09/73458/000 - Lightly trim canopy and reshape Bay tree (T1) and Griselinia (T2) within Emsworth Conservation Area., RNO,18/05/2009
09/73458/001 - Display of 1No. non-illuminated projecting sign., PERM,18/01/2010
APP/10/00016 - Cut canopy of 1No. Bay tree, 1No. Griselinia and 1No. Pittosporum back to previous pruning points, all within Emsworth Conservation Area. , RNO,19/05/2010
APP/10/00200 - Listed Building Consent for the insertion of a steel beam, raising and replacement of valley gutter., WD,02/11/2010
APP/10/00826 - Listed Building Consent for structural work to existing roof structure, top of supporting wall and part of gable wall., PERM,20/12/2010

3 Proposal

- 3.1 Listed Building Consent is sought for replacement signage to the north-east, principal elevation of the building and its associated canopy. The application has been amended post submission following advice from the Conservation Officer, whereby elements of advertising to the South Street (north-west elevation) have been deleted.
- 3.2 The application is supported by a Design and Access Statement.
- 3.3 The erection of advertisements falls within the control of The Town and County Planning (Control of Advertisements) (England) Regulations 2007. In this instance, it is considered that the proposed advertisement would benefit from deemed consent in accordance with the 2007 Regulations.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Council Borough Design Guide SPD December 2011

Havant Borough Local Plan (Core Strategy) March 2011

- CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)
- CS12 (Chichester Harbour Area of Outstanding Natural Beauty (AONB))
- CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

- DM20 (Historic Assets)
- DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Emsworth Neighbourhood Plan Post Examination Version 2020

- ENP_H1 (Design & Heritage)
- ENP_D1 (General Design Policy)

Listed Building Grade: Grade 2
Conservation Area: Emsworth

5 Statutory and Non Statutory Consultations

Chichester Harbour Conservancy

The proposed signage occupies two elevations and is shown to an entrance canopy, the main elevation wall, above a side door and to the side window glazing. None of the signage is illuminated. Given the backdrop and setting of the built-up area, the works to the street scene would be clearly noticeable (the purpose of an advertisement sign after all). Compared to the level of signage to other retail and commercial business in the locality, the proliferation of signage appears to be somewhat over intensive for the two elevations open to public view.

In this setting the proposal is considered to have a cluttered visual impact and given the amount of signage is seen as being demonstrably harmful to the character, appearance, and historic beauty of the AONB environment in this built-up urban

location.

The Chichester Harbour Conservancy suggest a split-decision, with no objection to the proposed signage to the entrance door canopy (front and side), to the side wall elevation, and to the side doorway top-sill; and with an Objection to the side window glazing on the basis of excessive proliferation of display to the side elevation. Appropriate planning conditions to control the signage materials, and the finished appearance.

Officer comment: *The proposal has been amended since this consultation response was received to remove all signage proposed to the main north west elevation, thus resolving the Conservancy's objection.*

Conservation Officer

Initial consultation response

Background

No. 6 South Street is a Grade II listed building located in the Emsworth Conservation Area. The building is occupied by a retail use on the ground floor and residential use above. The ground floor has two entrances. One is on the side of the building (north facing elevation) and the other comprises a single doorway which faces onto South Street. The side (main) entrance includes a triple bay, iron canopy structure. On the side (front) entrance there is a low wooden canopy positioned above the entrance. Next to this doorway is a single glazed, Georgian sash window. The site is located in a mixed-use commercial / residential area and is located opposite the entrance to the South Street car park.

Proposal

Listed Building Consent for replacement signage to windows, elevations and canopy.

Legislative and Policy Context

When assessing the proposal, the following legislation and policy context is taken in consideration.

Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires planning authorities, when considering whether to grant planning permission for development which affects a listed building or its setting, to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires planning authorities, when considering whether to grant planning permission for development which affects a Conservation Area, to have special regard to the desirability of preserving or enhancing the character and appearance of that area.

The revised National Planning Policy Framework (NPPF) was published in February 2019 and sets down the policies that the Council must take into account when determining planning applications. The 'Historic Environment Good Practice Advice in Planning Note 2', states at paragraph 4:

'The significance of a heritage asset is the sum of its archaeological, architectural, historic, and artistic interest' and provides at paragraphs 8, 9 and 10 that in order for the Local Planning Authority to make decisions in line with legal requirements, the objectives of the development plan; and, the policy requirements of the NPPF, great importance is placed on understanding the nature, extent and level of the significance

of the heritage asset.

The revised NPPF (February 2019) 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:

'184. 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.

189. 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.

190. 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.

191. 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.

192. 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.

Considering potential impacts

193. 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.

194. 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.

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 CP16 (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 are expected to provide a Heritage Statement that:

1. Describe the significance of the asset and its setting, using appropriate expertise and where necessary original survey, at a level of detail proportionate to its significance and sufficient to understand the potential impact of the proposal.

2. Sets out the impact of the development on the heritage assets and mitigation that is proportionate to the impact and the significance of the heritage asset, including where possible positive opportunities to conserve and enjoy heritage assets.

Assessment

The signage would comprise PCV signage boards to be fitted to the shape of the existing curved canopies. The boards would be a bright green colour, akin to the occupants branding. The central and outer boards would include the occupant's name. A further PVC board is also proposed to be erected on the wall, adjacent to the main door on the NE elevation. This would be 600-1200mm high and feature the same colour and branding. On the side (east) facing elevation, there is proposed to be a PVC sign board affixed to the top single doorway and a vinyl sticker on the GF window. None of the signage would be illuminated.

Given that the site is located in a commercial area, a degree of signage / advertisement is considered 'normal' however, the special character of the conservation area must be regarded when such applications are submitted. The proposed signage to the main entrance on the NE elevation, whilst bright in colour, fits mainly with the existing elevation other than the large sign. However, it is expected that a commercial unit would have either a fascia sign (which this building cannot have due to the canopy) and therefore whilst the sign is large, it does not harmfully detract from the appearance of the building. Anyone approaching the shop, could then clearly understand which shop it is.

The signage proposed to the east facing elevation however seems unnecessary given the proposed signage for the NE elevation. Also, the attachment of a PVC board to

what is clearly an original doorway is considered be harmful to its architectural significance. These elements of the proposed are considered to be visually over cluttering and therefore harmful to the listed building and the wider conservation area.

Conclusion

The signage to the NE is considered to be acceptable however, as set out above, the signage to the east elevation and above the side doorway is not supported. Therefore if these elements are removed from the proposal, the application can be supported on heritage grounds.

Consultation response following receipt of amended plans removing signage proposed for north west elevation

Further to the amended plans received on 19/10/22, I note that the signage to the east elevation and above the side doorway has been removed. I confirm therefore that the application is now supported on hertiage grounds.

Councillor Julie Thain-Smith

No comments received

Councillor Lulu Bowerman

No comments received

Councillor R Kennett

No comments received

Historic England

On the basis of the information available to date, in our view you do not need to notify us of this application under the relevant statutory provisions, details of which are enclosed.

National Amenity Societies - Historic Environment Advice

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: 10

Number of site notices: One

Statutory advertisement: 17/06/2022

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) Impact upon the Listed Building, the Conservation Area and the AONB.
- (i) Principle of development
- 7.2 The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria.
- (ii) Impact upon the Listed Building, the Conservation Area and the AONB.
- 7.3 The application site is located within the defined urban area and the building is in authorised commercial use. There are no issues relating to the principle of signage attached to a listed building. Since the site lies within a Conservation Area and affects a Listed Building, Section 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 are relevant to the determination of this application requiring special regard to be given to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest, as well as the desirability of preserving or enhancing the character or appearance of a conservation area. Furthermore the site lies within the Chichester Harbour AONB whereby consideration must be given to the objective of conserving and enhancing the landscape in such locations.
- 7.4 The impact of the proposals on the character and appearance of the Listed Building has been carefully assessed by the Councils Conservation Officer who has no objection to the proposal as amended.
- 7.5 The proposal is limited to the erection of small scale advertisements related to the commercial use of the ground floor. The proposal is to be determined having regard to legislation and policy relative to the Grade II listed status of the building and its conservation area context, in conjunction with the requirements of the Advertisement Regulations, which requires that consideration be given only to safety and amenity. In this instance, the amended application incorporates non-illuminated signage that does not impinge upon public space. Consequently, safety considerations such as those that may otherwise relate to encroachment upon the adjoining public footway or carriageway or development that may pose an unacceptable distraction to passing vehicles are not relevant.
- 7.6 It is necessary to take account of the desirability of sustaining and enhancing the significance of heritage assets whilst giving consideration to the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality.
- 7.7 In this instance, the signage would comprise the erection of small UPVC signage boards, fitted to the edge of the existing profiled canopy on the north-east elevation. The boards would be a bright green colour, akin to the occupants corporate branding. The central and outer boards would include the occupant's name.
- 7.8 A further UPVC board would be erected on the wall, adjacent to the main door on the NE elevation. This would be 600-1200mm high and feature the same colour and branding. The advertisements would not be illuminated.

- 7.9 On the north-west elevation fronting South Street, a UPVC sign board that that was proposed to be affixed to the top single doorway and a vinyl sticker on the adjoining sash window have been deleted from the proposal following negative comments received from the Conservation Officer and from the Chichester Harbour Conservancy.
- 7.10 In initial consultations, the Conservation Officer commented that *'Given that the site is located in a commercial area, a degree of signage / advertisement is considered 'normal', however, the special character of the conservation area must be regarded when such applications are submitted. The proposed signage to the main entrance on the North elevation, whilst bright in colour, fits mainly with the existing elevation other than the large sign. However, it is expected that a commercial unit would have either a fascia sign (which this building cannot have due to the canopy) and therefore whilst the sign is large, it does not harmfully detract from the appearance of the building. Anyone approaching the shop, could then clearly understand which shop it is'.*
- 7.11 In respect of the north west 'street-side' elevation, the conservation officer continued, *'The signage proposed to the north-west facing elevation however seems unnecessary given the proposed signage for the North elevation. Also, the attachment of a UPVC board to what is clearly an original doorway is considered to be harmful to its architectural significance. These elements of the proposal are considered to constitute visual clutter, and therefore harmful to the listed building and the wider conservation area'.*
- 7.12 Accordingly, the applicant has submitted amended drawings, showing the signage removed from the north-west elevation.
- 7.13 As amended the signage would be modest, functional and discrete in appearance. It would not dominate the façade of the building or otherwise detract unacceptably from its significance, or character or from the appearance of the building within the street-scene or wider area. The scale and specification of the proposed replacement signage is deemed appropriate in context to the host Listed Building, with no substantial or less than substantial harm to the Listed Building, and would preserve the setting of the Conservation Area and not result in any harm to the character of the AONB. The proposal is therefore considered to be acceptable, meeting the requirements of Policies CS11, CS12, and CS16 of the HBLP (Core strategy); policy DM20 of the HBLP (Allocations) and the design policies within the Emsworth Neighbourhood Plan.

8 Conclusion

- 8.1 The replacement signage would not cause any harm to the special historic and architectural interest and of the listed building, and would preserve the appearance and character of the Conservation Area and AONB. The proposal is considered acceptable and is hereby recommended for approval subject to conditions.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT LISTED BUILDING CONSENT** for application APP/22/00416 subject to the following conditions:

- 1 The works must be begun not later than the expiration of three years

beginning with the date of this consent.

Reason: To comply with the requirements of Section 18 of the Planning (Listed Building and Conservation Areas) Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.