

CHICHESTER HARBOUR AREA OF OUTSTANDING NATURAL BEAUTY PLANNING ASSESSMENT REPORT

CHC AONB Unit Fully Delegated Officer Decision

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1A – 1B South Street, Emsworth, Hampshire

Planning Application: **APP/20/00038** and **APP/20/00037/LBC**

Proposal for display of 1x non-illuminated fascia sign (S1); 1x non-illuminated wall mounted sign (S2); and 1x non-illuminated projecting sign (S3) to frontage elevation of premises

Chichester Harbour AONB Unit Recommendation – **ADVERT SPLIT DECISION**

No objection to signage **S1** and **S2**

Suggested considerations –

- schedule/samples of materials to be agreed prior to construction / as indicated on application forms / to match the existing on site
- standard advertisement conditions applicable

Objection to signage **S3**

- opposed due to non-requirement of additional proliferation of signs within this part of Emsworth Conservation Area in the Area of Outstanding Natural Beauty

Planning Approach –

The statutory purpose of the AONB is to conserve and enhance the area's natural beauty. The LPA should assess the application carefully as to whether the proposed development would have a significant impact on or harm that statutory purpose. Relevant to this is the duty on public bodies to 'have regard' for that statutory purpose in carrying out their functions (S85 of the Countryside and Rights of Way Act, 2000). The Planning Practice Guidance confirms that this duty also applies to proposals outside the designated area but impacting on its natural beauty.

Chichester Harbour Conservancy, administer and safeguard the Chichester Harbour Area of Outstanding Natural Beauty (AONB). The aim of conserving and enhancing the areas natural beauty requires the Conservancy to consider the proposal on its landscape character aspects. Landscape covers both urban environments as well as countryside and coastal areas.

- Landscape Character

The Chichester Harbour AONB Landscape Character Assessment (CBA update 2019) prepared for the Conservancy, identifies 10 Landscape Character Types (areas of broad tracts of land with common landform) and 19 specific Landscape Character Areas (unique areas with a recognisable pattern of landscape characteristics that combine to create a distinct sense of place, and which represent discrete geographical areas of a particular landscape character type).

- Management Plan

The Chichester Harbour Management Plan 2019-2024 (April 2019 Third Review) provides an integrated coastal zone management strategy for the Trust Port and Area of Outstanding Natural Beauty. Relevant policies would include, Policy 1 (Conserving and Enhancing the landscape), and Policy 2 (Development Management).

- Planning Principles

The Chichester Harbour Area of Outstanding Beauty Planning Principles (Management Plan version April 2019) provides guidance on development. These principles set a range of criteria



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to be addressed to warrant a favourable consideration in terms of likely impact within and on the AONB. Planning Principle PP01: Chichester Harbour as a Protected Area is applicable to this proposal.

Planning Principles PP01: Chichester Harbour as a Protected Area, sets out the key overarching approach for the AONB, in that the statutory primary purpose is to conserve and enhance the natural beauty of the area. Great weight shall be given to the protection of the landscape, the conservation of nature, and the special qualities of Chichester Harbour and its surrounding supporting hinterland.

- Joint Chichester Harbour AONB SPD

The Chichester Harbour Area of Outstanding Beauty Joint Supplementary Planning Document (2017) Section 2 indicates four principles that any development proposed in the AONB should be guided by to protect, conserve and enhance natural beauty and wildlife. The SPD is adopted by both Chichester District Council and by Havant Borough Council as part of their planning policy and development control approach.

The Joint Chichester Harbour AONB Supplementary Planning Document (SPD) provides detailed guidance on the level of acceptable development within the AONB. All development within the AONB should follow the guidance as closely as possible

The adopted guidance requires a clear demonstration that no harm is caused to the AONB.

Relevant Planning History –

APP/18/00511: Proposal for windows.

Contextual Consideration –

The red-line application site lies within the AONB in the built-up area of Emsworth. The site lies within the Emsworth Conservation Area.

Planning Assessment –

- Location

The commercial premises is located at a corner on the approach into Emsworth town centre from the north. The main frontage and return facing the road from the north currently display advertisements to the facias and through projecting signage. The property has a noticeable visual presence within the public street vista.

- Proposal

The proposal seeks to display three types of non-illuminated signage to the main frontage elevation onto South Street.

- Assessment

The replacement for existing non-illuminated signage to the facia (signage S1 and S2) provides little impact to the appearance of the commercial premises or its setting in the town centre. The addition of the first-floor wall mounted non-illuminated projecting sign is a change which adds unnecessary clutter to the building frontage.

- Summary Conclusion

The proposed advertisements would in the main not alter the general appearance of the commercial premise's frontage. However, the addition of an additional first floor positioned projecting sign is unnecessary and adds to the clutter and proliferation of signage sought.

The proposed works would not represent a negative impact upon the visual amenity of the application site or the wider surrounds except in relation to signage S3. The remaining advertisements would maintain the current situation and therefore be no worse an impact than as current signage on the premises.

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Other Comment –

A copy of this planning assessment report is attached to the consultation comment response to the LPA for information and for open transparency public view. www.conservancy.co.uk

The planning application will be considered by the LPA in terms of other aspects applicable to the planning merits of the proposal, such as good neighbourliness.

Site viewed 17-02-2020 LPA request reply 21-02-2020 Comment to LPA 17-02-2020
LPA Planning Case Officer : Selina Donophy
Chichester Harbour AONB : David Rothery – Principal Planning Officer

This comment and recommendation is made having regard to the Policy framework:

- Chichester Harbour **AONB Landscape Character Assessment** (CBA update 2019)
- Chichester Harbour **Management Plan** (2019-2024)
- Chichester Harbour **AONB Planning Principles** (adopted 17.10.16 and Management Plan revised version April 2019)
- Chichester Harbour **AONB Joint Supplementary Planning Document** SPD (2017)
- National Planning Policy Framework (Revised 2018)
- National Planning Practice Guidance (2014)
- Havant Borough Design Guide (2011)
- Emsworth Conservation Area CACA & Management Plan
- Emsworth Design Statement
- Draft Emsworth Neighbourhood Plan (2018)
- Havant Borough Local Plan (2011/2014)

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