
FREETHS

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14 January 2020

Our Ref: MBA/2003/2159400/JH/MB

Dear Sir/Madam,

**APPLICATION FOR ADVERTISEMENT CONSENT
1A AND 1B, SOUTH STREET, THE SQUARE, EMSWORTH, PO10 7EG**

We are instructed by Dignity PLC, to submit an advertisement consent application at the above site.

Introduction

Dignity are one of the largest providers of funeral services and prepaid funeral plans in the UK. They own over 800 funeral locations and operate 46 crematoria across the UK.

The application seeks advertisement consent for 1 No. non illuminated front fascia sign, 1 No. non illuminated sign attached to the building, 1 No. non illuminated projecting sign. With reference to the Survey Pack attached to this application, Sign 1 is a replacement on a like for like basis, Sign 2 is a replacement on a similar basis and Sign 3 is a new sign.

The application comprises the following documents/drawings:

- Completed Application Forms
- Site Location Plan
- Elevation Drawing ref: 21903 Rev A
- Drawing Pack inc photos and photomontages

The application fee has been paid via the planning portal.

Site and Surroundings

The site is a funeral directors located within Emsworth District Centre. The surrounding area is mainly commercial premises but there are also residential properties nearby. The premises have existing signage in the form of 1 No. non illuminated front fascia sign and 1 No. non illuminated sign attached to the building entrance.

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The site is within Emsworth Conservation Area and Chichester Harbour Area of Outstanding Natural Beauty. The building is also a Grade II listed building.

National Policy

The NPPF at paragraph 132 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."*

Amenity Impacts

The proposed signage is well designed, relates appropriately to the features of the building and is proportionate in size. The signage does not cause any visual clutter. As previously stated, Sign 1 is a replacement on a like for like basis and Sign 2 is a replacement on a similar basis, therefore the position is likely be very similar to the existing position. Sign 3 is the only new proposed sign.

It is submitted that there are no adverse amenity impacts as a result of the proposed signage. The proposed signage respects and preserves the character and appearance of the conservation area.

The proposed signage does not cause any harm to the historic or architectural features of the listed building and a listed building consent application is submitted in tandem with this application.

Public Safety

The proposed signage causes no harm to public safety. Any sign which overhangs the public highway is at an appropriate height so not to cause a safety concern.

We trust the above is sufficient to validate the application. Should you have any queries please contact me on the details at the top of this letter.

Yours faithfully

This document is "unsigned" as it is electronically forwarded.
If you require a signed copy then please contact the sender.

Mark Bassett
Principal Manager
Please respond by e-mail where possible