

Recommendation: GRANT ADVERTISEMENT CONSENT

3.1 Display of 2No externally illuminated fascia signs, 3No non-illuminated hanging signs

and 2No non-illuminated window graphics. (Alternative scheme to planning permission APP/18/00768)

- 3.2 This is a revised application from that recently approved under APP/18/00768. The main changes relate to the siting of the co-op menu board due to the presence of the existing Parish Council notice board and defibrillator which are no longer being re-sited ie previous sign 3 is omitted from the west side elevation and the information included within sign W2 on the front elevation of this application.
- 3.3 The proposed signage would replace the existing signage to the west and south-west elevations of the shop, which presently includes an externally illuminated fascia sign, three projecting signs and multiple coloured window graphics.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS4
CS11
CS16
DM10

Havant Borough Local Plan (Allocations) July 2014

AL1
AL2
DM20
DM21

The Pre-Submission Havant Borough Local Plan 2036 was approved by the Council in January 2019 and currently has limited weight in decision making, but does indicate the direction of travel.

Also of relevance is The Emsworth Neighbourhood Plan which has reached an advanced stage of preparation and was submitted to the Local Planning Authority in April 2019. As such it can be afforded limited weight in decision making. Design criterion 61 in that draft Emsworth Neighbourhood Plan states that 'Shop fascias and hanging signs whose size, proportion and materials including lettering and illumination do not relate to the building and its surrounds are strongly discouraged, especially within the Conservation Area.'

Listed Building Grade: Not applicable.
Conservation Area: Emsworth

5 Statutory and Non Statutory Consultations

Chichester Harbour Conservancy

In its role in managing the Chichester Harbour Area of Outstanding Natural Beauty (AONB), The Conservancy has considered the submitted proposal against the Conservancy's planning guidance and principles - including The new Chichester Harbour Management Plan (2019-2024), The Chichester Harbour Planning Principles (version 1.1 July 2017), and The Chichester Harbour AONB Joint SPD (May 2017),

adopted by both Chichester District Council and Havant Borough Council.

No Objection -

The proposal is a modest improvement on the submission made under reference APP/18/00768; the proposal is not considered to be unduly prominent, given its setting, to be detrimental to the character or the appearance of the Area of Outstanding Natural Beauty (AONB).

Conservation Officer

No Objection

2 High Street (Cooperative Emsworth) is located close to the centre of Emsworth and is also within the Conservation Area.

As a supermarket with later opening hours some illuminated signs have been considered acceptable in the past. However, illumination within the conservation area is normally limited. The size and illumination of the proposed signs is very similar to the existing. As such I have no objection to the vast of the signs proposed.

Condition: limit illumination to opening hours

Natural England

No requirement to consult Natural England on this application and we are therefore unable to provide a response.

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: 30

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
None received	

7 Planning Considerations

- 7.1 Applications for the display of advertisements can only be considered in relation to the interests of amenity and public safety, having regard to the development plan and any material considerations. It is also noteworthy that the actual content and colour of the sign is not a material consideration.

(i) Impact on Amenity - including Impact upon heritage assets and AONB

- 7.2 Policy DM21 requires signs to be appropriate in size, scale and design to the character of the building and surroundings and not result in light pollution. Within this street lit urban, town centre location, the proposed externally illuminated fascia sign and other non-illuminated signs are considered appropriate to the character of the host building and immediate street scene. The proposed signage would not have a significant or negative impact upon the visual amenity or character of the application property and the proposal is considered to comply with the requirements of policy

DM21 of the HBLP (Allocations).

- 7.3 With respect to residential amenity, there are flats above the site and within the vicinity. Subject to restricted light levels and restricted hours of illumination, which can be controlled by condition, the proposal would not be expected to have a significant negative impact upon neighbouring residential amenity which is already subject to the existing signage and illumination arrangement.
- 7.4 The application site is situated within the Chichester Harbour AONB, the Emsworth Conservation Area and within the immediate locality of several Grade II Listed Buildings. The proposed signage would be considered to conserve or enhance the appearance and character of the AONB, the Conservation Area and the settings of the surrounding listed buildings relative to the existing signage to be replaced. The changes compared to approved signage APP/18/00768 are very minor and would not result in any harm to the AONB or Conservation Area. It is deemed that the proposal meets the requirements of policy DM20 of the HBLP (Allocations) and policy CS11 of the HBLP (Core Strategy).

(ii) Impact on Public Safety

- 7.5 The proposed fascia signage would be externally illuminated with static lighting only. Given the set back due to the wide pavement and within this established town centre site it is considered that the proposed signage would not be distracting to drivers and have no negative impact upon issues of highway safety.

8. Conclusion

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

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/19/00336 subject to the following conditions

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:
079-0013 - LOCATION PLAN
001-079-101 D - FRONT AND SIDE ELEVATIONS
001-079-102 D - SIGNS S1 AND S2 (ILLUMINATED FASCIA SIGNS)
001-079-103 D - SIGNS PP (PROJECTING PAYPOINT AND LOTTERY SIGNS)
001-079-106 D - SIGNS W1 AND W2 (WINDOW GRAPHICS)
001-079-107 D - SIGN S4
SC-079-V1-GF-DR-K-0014 Rev B- BLOCK PLAN
Reason: - To ensure provision of a satisfactory development.
- 2 The external illumination hereby permitted shall be of a non-intermittent type. The intensity of illumination shall not exceed 200 candelas per m2 .
Reason: In the interests of the amenities of the area and highway safety and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations).

- 3 The advertisements hereby granted Advertisement Consent shall only be illuminated during the times that the premises is open for trade or business.
Reason: To prevent light pollution and in the interests of the amenities of nearby residential properties having due regard to policy DM10 of the Havant Borough Local Plan (Core Strategy) 2011 and the National Planning Policy Framework.