

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1No. non illuminated front fascia (Sign 1) and 1No. non illuminated sign attached to building (Sign 2)

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

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| 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

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| AL1 | (Presumption in Favour of Sustainable Development) |
| DM21 | (Shopfronts, Signs, Security Shutters and Advertisements) |
| AL2 | (Urban Area Boundaries and Undeveloped Gaps between Settlements) |

Listed Building Grade: 2

Conservation Area: Emsworth

5 **Statutory and Non Statutory Consultations**

Chichester Harbour Conservancy

Chichester Harbour Conservancy 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

Note from Planning Officer- as sign 3 has now been removed, the reason for objection is no longer relevant.

Conservation Officer

In principle I have no objection to the replacement signage on the shopfront itself, however I do have a concern with the proposed projecting sign which is not of a traditional design.

Traditional signs hung from decorative wrought iron bracket fixed to the building at FF window level are encouraged where they enhance the character and overall appearance of the building. I note that the adjoining building occupied by Gascoigne-Pees has a traditional style projecting sign, as do businesses further along South Street including Hazel and Co, the Coal Exchange and Chalcrafts. Also there an existing wall mounted, traditional style street light already on the building.

I feel that the design of a projecting sign needs to reflect the historic character of the street scene.

I therefore raise a holding objection to the application subject to the above concern being addressed. I would request to be consulted on any amended plans which are submitted.

Further comments from Conservation Officer

As the projecting sign has now been removed from the plans the objection has been removed.

Hampshire Highways

Highways Development Planning raises no objections to this proposal.

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: 12

Number of site notices: 1

Statutory advertisement: 07/02/2020

Number of representations received: 0

Comment	Officer Comment
No comments received	

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 and impact on the setting of the Conservation Area
 - (ii) Impact on heritage assets
 - (iii) Highway safety
- (i) Visual amenity and impact on the setting of the Conservation Area

- 7.2 This application site is a listed building located within the Emsworth Conservation Area in an area comprised mainly of commercial units, based within the Emsworth commercial centre. The proposed signage would be proposed to the front elevation of the unit and would include one non illuminated, front fascia sign of dimensions 6995mm width by 610 mm height in colour core blue as well as one non-illuminated sign displaying opening times of dimensions 400mm width by 400mm height also in colour core blue.

The Council's Conservation Officer was consulted on this application and upheld an objection only to sign 3, a projecting sign as this was deemed to be non traditional in design and contrary to the historic character of the area. This has subsequently been removed from the proposal and therefore the Conservation Officer now has no objection to the proposal. The signage as proposed would not be illuminated and would not be overly prominent within the local context or have an undue impact on the character and appearance of the Emsworth Conservation Area.

- 7.3 It is now considered that the proposed signage would both preserve and enhance the character and appearance of the Conservation Area and meets the requirements of Policy DM21 of the HBLP (Allocations) and Policy CS16 and CS11 of the HBLP (Core Strategy).

(ii) Impact on heritage assets

Section 72 of the Planning (Listed Buildings and Conservation Area) Act 1990 states "In the exercise , with respect to any buildings or other land in a conservation area... special attention shall be paid to the desirability of preserving or enhancing the character or appearance of the area".

Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 ("1990 Act") requires local planning authorities to have special regard to the desirability of preserving a listed building, its setting or any features of special architectural or historic interest when considering whether to grant listed building consent.

It is one of the core principles of the NPPF that the heritage assets should be conserved in a manner appropriate to their significance . Chapter 16 of the National Planning Policy Framework at paragraph 190 sets out that the local planning authority should identify and assess the particular significance of any heritage asset. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal.

(iii) Highway safety

- 7.4 The application site is located adjacent to South Street, however the signage is not considered to pose any risk to highway safety. Hampshire Highways have been consulted in regards to this and have stated no objection to the proposal.

8. Conclusion

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

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/20/00038 subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

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

21903 REV B Amended proposed elevation details
location map received 28.01.2020
amended sign details received 18.03.2020

Reason: - To ensure provision of a satisfactory development.