

Planning
Havant Borough Council
Public Service Plaza
Civic Centre Road
Havant
Hampshire PO9 2AX

8 May 2019

To the planning case officer,

Dear Tina Pickup,

2, High Street, Emsworth, Hampshire

APP/19/00336

Proposal for display of 2x externally illuminated fascia signs (S1, S2); 1x non-illuminated hanging sign (S4); 2x non-illuminated hanging signs (PP, PP) ; 2x non-illuminated window graphics (W1, W2 including store directory panel)

Thank you for consulting The Chichester Harbour Conservancy concerning the above planning submission. The Conservancy is a non-statutory consultee.

The landscape of Chichester Harbour was recognised as nationally important when it was designated as an Area of Outstanding Natural Beauty (AONB) in 1964, through the National Parks and Access to the Countryside Act of 1949. The Conservancy was established by the Chichester Harbour Conservancy Act of 1971. The purposes of the Conservancy are the responsibility for navigation and the conservation of nature. The Countryside and Rights of Way Act of 2000 formerly established the Conservancy as the Joint Advisory Committee for the AONB, with the purpose to conserve and enhance the natural beauty of the landscape.

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.

Under the Chichester Harbour Conservancy fully delegated officer decision process, the Local Planning Authority (LPA) is hereby advised that the Conservancy makes the following comment in relation to the above application.

Chichester Harbour Conservancy Recommendation – No Objection

No Objection expressed to the following –

- sign S1 (illuminated fascia sign) replacing existing to front elevation
- sign S2 (illuminated fascia sign) replacing existing to side elevation
- sign S4 (non-illuminated fascia board projecting box sign - post office) to front elevation
- sign PP (non-illuminated wall mounted projecting sign - pay-point / national lottery) to front
- sign W1 (window graphic display (decorative graphic design) to side elevation
- sign W2 (window graphic display – information panels for shop and post office) to front elevation

The proposal is a modest improvement on the submission made under reference APP/18/00768 dated 3 October 2018 as approved by the Borough Council.



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).

If you require any further clarification with regards to this recommendation, please contact the CHC Planning Office.

Yours faithfully,

D Rothery

David Rothery
Principal Planning Officer
Chichester Harbour Conservancy