

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

28 September 2018

To the planning case officer,

Dear Rachel Ballam,

APP/18/00768 – 2 High Street, Emsworth, Hampshire

Proposal for display of 2x externally illuminated fascia signs (S1, S2); 1x internally illuminated hanging signs (S4); 2x non-illuminated hanging signs (PP, PP) ; 1x non-illuminated store directory panel (S3); 2x non-illuminated window graphics (W1, W2); and free standing signage to auto-teller cash machine

Thank you for consulting The Chichester Harbour Conservancy concerning the above planning submission. 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 Chichester Harbour Management Plan (2014-2019), The Chichester Harbour Planning Principles (version 1.1 July 2017), and The Chichester Harbour AONB Joint SPD (May 2017).

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 – Split decision

Suggested considerations -

- illuminated signage units S1, S2 (fascia signs) replacing existing are not objected to;
- non-illuminated signage units S3 (directory sign); W1, W2 (window graphics); and 2x PP (pay-point boards / national lottery) are not objected to;

And

- illuminated sign S4 (projecting sign) replacing non-illuminated swing sign is opposed due to none requirement of additional proliferation of illuminated signs within the settlement in the Area of Outstanding Natural Beauty, particularly a sign that advertises a service (the post office) which is not available outside normal day-time trading periods when illumination is unnecessary
- signage to the proposed free-standing ATM unit will require separate CCTV and external lighting to be provided for security and surveillance of the unit, adding to the level of illumination to be provided and clutter of equipment (additional CCTV cameras) within this part of the main approach into town centre

If you require any further clarification with regards to this recommendation and suggested conditional controls, please contact the CHC Planning Officer, Steve Lawrence.



Yours Sincerely,

D Rothery

David Rothery
Senior Planning Consultant assisting the Chichester Harbour Conservancy