

APP/17/00412 - St Peters Square, Emsworth – 6 No. signs

Fully delegated Officer Decision from Chichester Harbour Conservancy:

Whilst we are supportive of the wish of the Emsworth Business Association to promote local business within Emsworth and we would support the provision of signage which is sympathetic to the Conservation Area and AONB within which the site is situated; unfortunately we feel that the 6 proposed signs are too large, are too brightly coloured, and that placing 6 of them in such a small area is excessive and would lead to clutter and visual harm, thereby failing to preserve or enhance the Conservation Area and the AONB, contrary to Local Plan Policies CS11 and CS12.

We note that there is a sympathetic black finger-post sign guiding people to local amenities which is situated on St Peter's Square, and we consider that a design more along these lines would be more appropriate, with a reduced number of smaller signs (2 or 3 within the area of St Peters Square located in strategic positions would seem sufficient).

Given the above, the Local Planning Authority is advised that the Conservancy recommends refusal of this application. We would however encourage the applicant to liaise with the Conservancy and the Borough Council to produce a design more sensitive to its location within Emsworth Conservation Area and Chichester Harbour AONB.

If you have any queries regarding the above please do not hesitate to contact me.

Regards,

Linda.

Linda Park MRTPI
Planning Officer (Tues / Weds - job share with Mr Steve Lawrence MRTPI)
Chichester Harbour Conservancy