

Planning Statement

Rowans Hospice
6 South Street
Emsworth
PO10 7EH

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Preliminary Planning Statement - Feb 2022

Introduction

Rowan's Hospice occupy 6 South Street, Emsworth. The property is a Grade II Listed Building and is located in Emsworth town centre, opposite the South Street public car park.

Although the building is not on the High Street, within it's locale the building is in a prominent position and has two elevations that are clearly visible to the public from the street.

Externally, the building is primarily faced with painted stone/blocks (cream/off-white), with a lower portion of stone and brickwork. Facing the street, the existing Georgian window frames are painted white and door frames black. This includes a side door, which historically has been altered to act as a window.

The existing entrance canopy comprises three curved roofs, and is supported on steel posts. The supporting posts are finished with glossy black paint, as are the fascias of the canopy. The underside is painted matte white.

The only current signage identifying the property are the words "The Rowans

Hospice" painted white on the front of the central curved canopy roof.

The following page includes information relating to the proposed signage, along with the illustrative images showing the approximate location of signage proposed (more accurately shown on the drawings submitted with the application).



Proposed Signage



North-east elevation - signage board to the right hand side to be wall-mounted



Side of entrance canopy



North-west elevation

The signage proposed to the building is minimal and does not involve the requirement to remove or significantly alter any of the building's existing features.

To the north-east elevation, the existing canopy, currently painted black, is to be covered over with rigid PVC signage boards, designed to follow the shape of the three canopies. The signs to the two outer canopies will be green with the Rowans Hospice light green leaves pattern. The central canopy will have the same colour and pattern, however will include the Rowans Hospice logo in white. The sides of the canopy are also to include matching signage. These signs are to be fixed to the existing canopies, likely requiring no more than a few screws each.

Also to the north-east elevation will be a single rigid PVC sign board, 600mm wide by 1200mm high (TBC). This will feature the same colour and pattern as the canopy signs, along with the white Rowans Hospice "R" logo and white text including information relating to Rowans Hospice. This is to be fixed to the existing external wall with screws (assumed one per corner).

The final signage to the north-east elevation will be in the form of two vinyl stickers to be added to the inside of the existing Georgian windows. These will comprise of the Rowans Hospice "R" logo, and it is proposed for there to be one to each window either side of the main entrance.

To the north-west elevation, the old door is to have a rigid PVC sign board, with the colour and pattern to match the rest of the signage, and including the Rowans Hospice logo. This is to be screwed to the outer face of the window/door frame, and is to be 750mm wide by 300mm high (TBC).

The final signage to the north-west elevation will be in the form of vinyl stickers, to the inside of the last ground floor Georgian window. This will comprise two plain green stickers, one sticker with green background with the "R" logo in white, and one sticker with green background and white text including information relating to Rowans Hospice.

Conclusion

The signage proposed within this application are minor, and will complement the character of the existing building, rather than having a harmful impact.

Furthermore, all of the signage proposed could be easily removed in the future should another tenant occupy the building, and the facade could easily be repaired to it's current state with minimal work required.