



CHICHESTER HARBOUR CONSERVANCY

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

14 June 2022

To the planning case officer: Jeff Sadler. AONB protected national landscape consultation reply.
Location: **6 South Street, Emsworth, Hampshire**
Planning Application: **APP/22/00416 (LISTED BUILDING / ADVERTISEMENT SIGNAGE)**
Proposal: **Installation of non-illuminated signage to entrance canopy above door and window, to wall elevation, to side door top-sill, and to side window glazing**

Chichester Harbour Area of Outstanding Natural Beauty comment: **LBC ADVERT SPLIT-DECISION**

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

CHICHESTER HARBOUR CONSERVANCY

The Conservancy was established by the Chichester Harbour Conservancy Act of 1971 with responsibility for navigation and the conservation of nature. The Countryside and Rights of Way Act of 2000 formally established the Conservancy as the Joint Advisory Committee for the AONB, with the purpose to conserve and enhance the natural beauty of the landscape.

Relevant to this is the duty on public bodies to 'have regard' for that statutory purpose in carrying out their functions (Section 85 of the Countryside and Rights of Way Act, 2000). The Planning Practice Guidance confirms that this duty also applies to proposals *outside* the designated area but impacting on its natural beauty.

CHICHESTER HARBOUR AREA OF OUTSTANDING NATURAL BEAUTY (AONB)

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 statutory purpose of the AONB is to conserve and enhance the area's natural beauty.

Proposals impacting on the AONB are subject to more stringent planning guidance to ensure that development respects and enhances the inherent qualities of such a sensitive location. Proposed development must be assessed carefully to consider if it would have a significant impact on or harm that statutory purpose.

PLANNING ASSESSMENT SCOPE

Adopted guidance requires a clear demonstration that no harm is caused to the AONB. The AONB is not just applicable to the harbour waters and immediate coastline which gives the AONB its identifiable name, but includes large areas of inland rural countryside, small hamlet enclaves, built-up villages, and urban town areas spreading out and around the harbour area and further inland. The immediate supporting visual hinterland outside the AONB is also subject to consideration should it have a visual or other impact upon the AONB designated area (e.g., traffic impact reducing tranquillity).

Consultations on development proposals within, or outside but impacting on, the AONB would be considered against the AONB Planning Guidance and Principles, the planning history record, the

architectural design and appearance, and the landscape character and setting of the red-line site, any blue-line area, and the surrounding location. In considering the implications and impacts within, or to, the AONB protected national landscape, the exterior works and land use implications that affect the appearance and character of the of the location, the site and any buildings within the surrounding setting are assessed in the appraisal.

Planning 'Permitted Development' allowances do not apply within an AONB. 'Permitted Development' works therefore require a planning application to be submitted to the Local Planning Authority for formal consideration. **Listed Building** works may also require approval separate to a planning permission.

In its role in managing the Chichester Harbour Area of Outstanding Natural Beauty (AONB), The Conservancy considers proposals against the Conservancy's planning guidance and principles - including The Chichester Harbour Management Plan (2019-2024), The Chichester Harbour Planning Principles (Management Plan version April 2019), The Chichester Harbour AONB Landscape Character Assessment (CBA update 2019), and The Chichester Harbour AONB Joint SPD (May 2017), adopted by both Havant Borough Council and Chichester District Council.

SUBMITTED PLANNING PROPOSAL, RELEVANT PLANNING HISTORY, AND SITE LOCATION SETTING

The planning history raises nothing of direct relevance to the current submission. The location of the proposal within the AONB and occupies a position within the built-up urban area. The site sits within a backdrop and setting of retail and commercial buildings. The proposed works lie wholly within the site.

The proposal is for the installation of various non-illuminated advertisement signage related to the occupying business of the ground floor of the building.

There is unfortunately no AONB Visual Impact Statement, submitted with the application. The proposal being within the AONB is not clearly demonstrated as being recognised. The submitted DAS makes no reference to the AONB or any assessment of the impact on the AONB. The Joint Chichester Harbour AONB Supplementary Planning Document is not referenced. There is no reference to para 172 of the NPPF and no mention of the AONB Management Plan Policy approach or specific AONB Planning Principles consideration made. This is a fundamental omission by the agents given the sites location within the AONB and the status of the AONB within the statutory planning assessment regime.

ASSESSMENT CONSULTATION CONCLUSION

The impact of the proposal on the AONB planning status within the statutory planning assessment regime needs to be fully assessed as a fundamental part of the comprehensive approach of the proposal. AONB PP01, PP09 (dark skies), PP15 (signage), Joint SPD considerations have been part of this AONB planning assessment. The proposal comprises advertisement signage works / alterations that require detailed approval of the LPA.

The proposed signage occupies two elevations and is shown to an entrance canopy, the main elevation wall, above a side door and to the side window glazing. None of the signage is illuminated. Given the backdrop and setting of the built-up area, the works to the street scene would be clearly noticeable (the purpose of an advertisement sign after all). Compared to the level of signage to other retail and commercial business in the locality, the proliferation of signage appears to be somewhat over intensive for the two elevations open to public view.

In this setting the proposal is considered to have a cluttered visual impact and given the amount of signage is seen as being demonstrably harmful to the character, appearance, and historic beauty of the AONB environment in this built-up urban location.

The Chichester Harbour Conservancy suggest **a split-decision**, with **no objection** to the proposed signage to the entrance door canopy (front and side), to the side wall elevation, and to the side doorway top-sill; and with an **Objection** to the side window glazing on the basis of excessive proliferation of display to the side elevation. Appropriate planning conditions to control the signage materials, and the finished appearance.

OTHER MATTERS

It is noted that as of the date of this consultation comment dispatch, the LPA web site still shows this proposal as still pending a decision. If you require any further clarification with regards to this recommendation, please contact the CHC AONB Planning Advisory Case Assessment Team.

Yours Sincerely,

D Rothery

David Rothery
Conservancy Principal Planner / Planning Advisor
Chichester Harbour AONB Unit (Planning Team)
Chichester Harbour Conservancy

Chichester Harbour Conservancy manage and advise on the
Chichester Harbour Area of Outstanding Natural Beauty
One of the UK's National Landscapes