



**Heritage Statement
& Design and Access Statement**

Proposed Signage

to

25 South Street, Emsworth, Hampshire PO10 7EG

May 2021

Prepared by:

Helyer Davies Architects Ltd
1 The Old Flour Mill
Queen Street
Emsworth
Hampshire
PO10 7BT



Introduction

Helyer Davies have been appointed by the owners of 25 South Street to apply for consent for displaying advertisement, in the form of signage to the building.

This application is for consent to display an advertisements to a Listed Building in a Conservation Area.

The 3 no. signs are displayed on business premises, related to the café/restaurant business.

The advertisements consist of:

- 1 no. vertical list sign to the South elevation. [Fascia Sign 1]
- 1 no. arch style sign to the West Elevation. [Fascia Sign 2]
- 1 no. 'bus stop style' hanging sign on the East Elevation. [visible side on from North & South Elevations]
[Hanging Sign 1]

The following documents will accompany the Application:

- Application Form
- Heritage Statement & Design and Access Statement
- Drawings:
Existing 20152_01
Proposed 20152_02

The OS extracts are to show site location plan and block plan only. Please note that no survey of adjoining properties has been undertaken to establish levels.

Site Description

25 South Street is a detached two storey Listed Building located midway along South Street in Emsworth.

The Listed Building is formed of two principal parts - the main frontage building, a two storey Georgian building with a Victorian shop front; and a rear attached 'barn'.

Access to the site is via the restaurant entrance on South Street, or via the public car park to the rear of the site.

List Entry

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

Name: 25 South Street

List Entry Number: 1092108

Location

25 South Street

The building may lie within the boundary of more than one authority.

County: Hampshire

District: Havant

Grade: II

Date first listed: 06 February 1984

List Entry Description

Details: SU 7405 HAVANT SOUTH STREET Emsworth (West Side) 11/27 No. 25 II

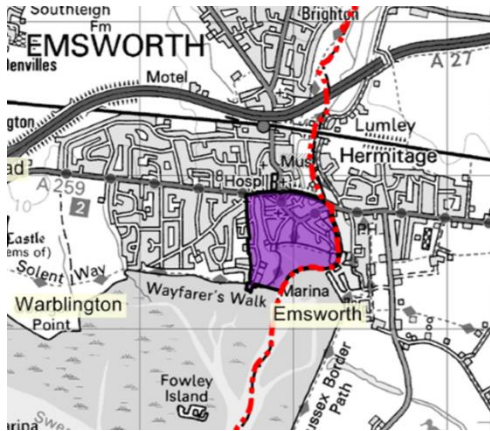
House and shop. C18 with early and late C19 front. Stucco front walls, brick elsewhere; slate roof at the front and tile to the rear. 2 storeys, 4 upper windows. Quoins, high plinth. Sashes. Shop-front of early C20, with cornice on brackets.

Listing NGR: SU7489405640



Site Context

The site is situated within the town centre, the Emsworth Conservation Area and the Chichester Harbour Area of Outstanding Natural Beauty, as such it is bound to certain regulations of uniformity.



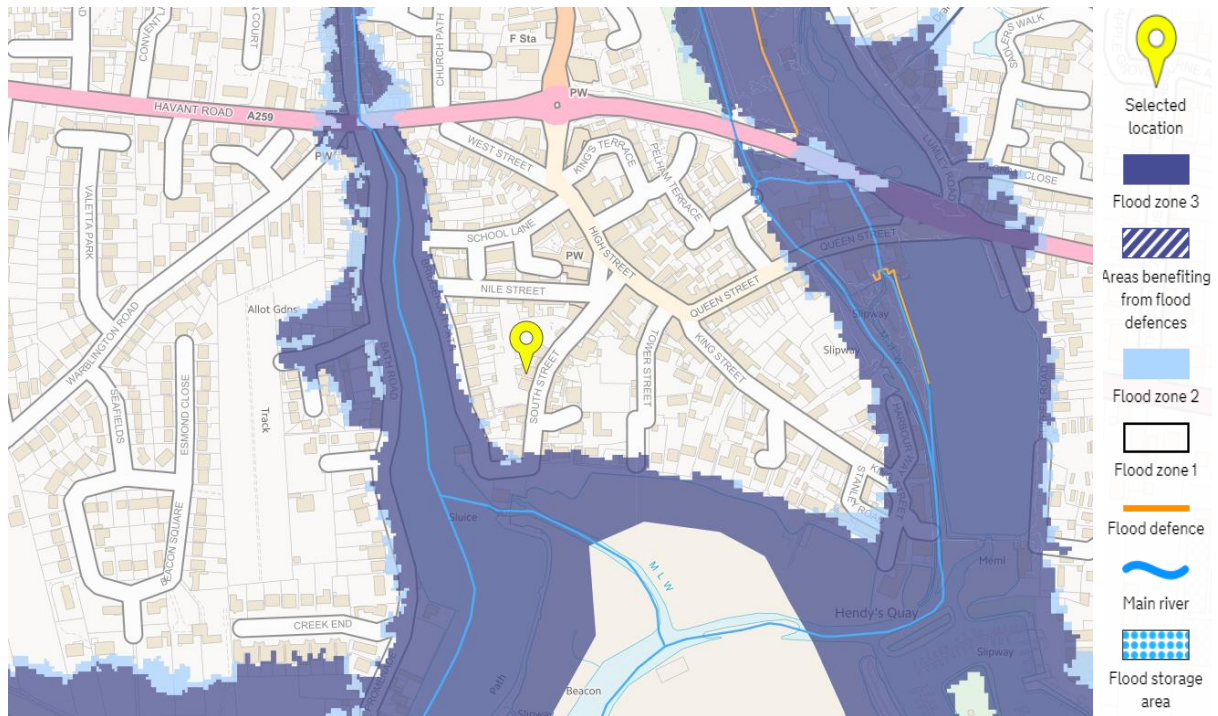
Emsworth is a small coastal town on the border of Hampshire and Sussex and is situated at the head of the western arm of Chichester Harbour. The Conservation Area encompasses the older part of the waterside town, which lies to the south of the A259 between the two historic mill ponds. Parts of Emsworth and its surroundings also fall within the Chichester Harbour Area of Outstanding Natural Beauty (AONB). The town is well served by road and rail public transport, fronts directly onto the water and attracts many visitors.

The section of the Emsworth Conservation Area Character Appraisal detailing South Street is included below:

‘South Street and Town Quay: From the market square the street narrows and leads southwards falling gently down to the quayside. Its buildings are mostly simple, small shops and houses (Q). The only noticeable gap in the streetscene is the municipal car park on the west side, which is fronted by the utilitarian, single storey block of the public toilets (N) (O). Adjacent is The Coal Exchange public house (Q) which has a ground frontage clad in traditional green ceramic tiles. Just beyond is a well proportioned house (now an off-license), which was the brewer’s house for the brewery which occupied the site of the car park until the 1930s. The narrow street scene continues with former fishermen’s cottages to the left and the modern housing infill of Orange Row, with more mixed uses including pubs and restaurants on the right side, culminating on the corner with a 17th century building, formerly The Anchor Inn. Arrival at the bottom of the street at the Quay, one is presented with a guided view of the harbour straight-ahead and to the left with a more open aspect to the east. It is only when the quay is reached that the relationship between the town and the water is apparent and if the tide allows, the remains of the former oyster beds along the foreshore (Q). A public footpath runs eastwards along the foreshore as the tide allows. However, it is from The Promenade which extends from the Quay that the principle views of the harbour are gained. The quayside here is dominated by the former tide mill (now the Slipper Sailing Club), a functional red brick building placed against the jetty, a local landmark which dates from about 1760 (Q). Just to the north is the old malt house, another functional, rectangular building in plain render, but effective in its in location, built partly on piles against the side of the Town Mill Pond.’

The surrounding buildings are a combination of dwellings and commercial units with residential accommodation at first floor. The buildings vary in their appearance, though of vernacular design. Materials consist of a combination of painted render, brick, with some cladding and clay hanging tiles. Roof finishes are either clay tile or slate.

Flood Risk



Environmental Agency Flood Risk Map- flood-map-for-planning.service.gov.uk/

The flood zones refer to the probability of river and sea flooding, ignoring the presence of defences. The above map shows the extent of flood risk.

25 South Street sits within the Environmental Agency's Flood Zone 1.

Zone 1 (Low Probability) *Land having a less than 1 in 1000 annual probability of river or sea flooding. (Shown as 'clear' on the Flood Map – all land outside Zones 2 and 3).*

Flood Zone 1 is defined as having a 'low probability of flooding'. As a result, our application does not require flood risk assessment.



Design

The design is for 3 no. advertisement signs to 25 South Street.

Fascia Sign 1 is a vertical list sign positioned discreetly on the South elevation, so it is visible from the south side of South Street.

To the west elevation, Fascia Sign 2 is an arch style sign, mainly only visible from the car park to the rear of the building, not visible from the street scene.

Hanging Sign 1 'bus stop style' hanging sign on the East Elevation. This will also provide discreet advertisement as mainly just visible side on, from North & South Elevations.

It is considered that the proposals will improve the external appearance and functionality of the building.

Use

The use is to remain as existing (A3 restaurant).

Amount and Scale

The proposals will not increase the footprint or GIA of the building. The proposals are for external signage, with no impact on the scale or massing of the building.

Appearance

The materials chosen are of high quality and aim to reflect those on the existing building to remain in keeping with the character of the surrounding area.

The proposed signs have been installed to be in keeping with the appearance of the two neighbouring properties, and surrounding buildings of the local area.

Site Sign Photos



Vertical list sign to the South elevation. [Fascia Sign 1]



'Bus stop style' hanging sign on the East Elevation. [visible side on from North & South Elevations]. [Hanging Sign 1]

Landscape

To remain as existing.



Access

The access to and from the site will not be altered.

Impact on Emsworth Conservation Area

The proposed advertisements to the building have been installed to be in keeping with the appearance of the two neighbouring properties, and surrounding buildings of the conservation area.

The proposed signs have each been positioned in a way that they will not appear overly prominent on the buildings elevations.

The overall impact on the Emsworth Conservation Area is considered to be minimal. The alterations will not result in the loss of historic fabric, and have been designed to remain in keeping with the high-quality appearance of the area.