
Site Address:	25 South Street, Emsworth, PO10 7EG		
Proposal:	Display of 1No. non-illuminated hanging sign and 2No. non-illuminated fascia signs.		
Application No:	APP/21/00633	Expiry Date:	20/07/2021
Applicant:	Mr Miller		
Agent:	Helyer Davies Architects Ltd	Case Officer:	Graham Speller
Ward:	Emsworth		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application relates to a detached, two storey Grade II Listed Building currently in use as a restaurant/tapas bar.
- 1.2 The listed building is formed of two parts with the main frontage building and rear attached barn.
- 1.3 Access to the site is via the restaurant entrance on South Street or via the public car park to the rear of the site.
- 1.4 The site is part of Emsworth town centre and Conservation Area, which is characterised by a mixture of commercial units with residential at first floor level and other dwellings. The site also lies within the Chichester harbour Area of Outstanding Natural Beauty. Immediately to the south is a public house, separated by a narrow passageway. To the north is a terraced house which is notable for being of much later origin than surrounding buildings.

2 Planning History

APP/13/00454 - Change of use from Off Licence (use class A1) to Restaurant (use class A3) including; new glazed entrance door on front elevation, demolition of poor quality timber clad store at rear and construction of new kitchen and replacement store and new glazed screen to be installed into the existing rear brick gable wall. , PERM,06/09/2013

APP/13/00455 - Conservation Area Consent for conversion from A1 to A3 incorporating changes to main glazed screen; demolition of timber stores; construction of new kitchen and replacement store; new glazed screen to rear gable and new brick boundary wall., NPW,19/07/2013

APP/13/00685 - Extension and renovation of the Grade II listed building. Previously used as an off licence to be converted to a Restaurant (Class A3) Minimal changes to the external fabric at the front. Demolition of poor quality timber clad stores at back and construction of a new kitchen and replacement store. New glazed screen to be installed into the existing brick gable wall. Alterations to internal walls as necessary to create a new layout suitable for restaurant use. Modifications of first floor accommodation to form 2 bedrooms en-suite and toilet facilities for the restaurant., UNK,

APP/13/00686 - Listed Building Consent for alterations to internal walls, new entrance door on front elevation, demolition of poor quality timber clad stores at back and construction of new kitchen and replacement store, new glazed screen to be inserted into the existing rear brick gable wall and modifications of first floor accommodation to form 2No. bedrooms, en-suite and toilet facilities for the restaurant.
, PERM,06/09/2013

APP/14/01008 - Discharge of Condition No. 2 of Planning Permission APP/13/00686.,
PERM,01/10/2014

APP/14/01009 - Discharge of Condition No's 3 & 4 of Planning Permission
APP/13/00454., WD,04/06/2015

APP/14/01165 - Change of use from A1 to mixed use A3 and C1. External alterations including new chimney and flue terminal to rear. Demolition of rear store and replacement with single storey rear extension with first floor terrace with screen wall above., PERM,31/03/2015

APP/14/01201 - Listed Building Consent for internal and external alterations in conjunction with change of use application APP/14/01165. Amended plans including new chimney and flue terminal to rear and screen wall to proposed roof terrace.,
PERM,31/03/2015

APP/15/00762 - Listed Building Consent to demolish rear store and replace with single storey rear extension with terrace over; external alterations. (Retrospective application addressing revisions to scheme previously approved under Listed Building Consent APP/14/01201)., PERM,16/09/2015

APP/15/01076 - Variation of Condition No. 3 of Planning Permission APP/14/01165 to amend opening hours to Monday, Tuesday, Wednesday, Thursday, Sunday 08:30-23:00 and Friday, Saturday to 08:30 - 00:00., PERM,23/11/2015

APP/15/01249 - Installation of 7No. condenser units following approvals
APP/14/01165, APP/14/01201 and APP/15/00762., PERM,26/02/2016

APP/20/01207 - Extension of existing first floor terrace and addition of external stair to rear of building; new slate roof over remaining single storey element.,
PERM,27/05/2021

APP/20/01208 - Listed Building Consent for extension of existing first floor terrace and addition of external stair to rear of building; new slate roof over remaining single storey element., PERM,27/05/2021

3 Proposal

- 3.1 Display of 1No. non-illuminated hanging sign and 2No. non-illuminated fascia signs.
- 3.2 On the southern elevation is a vertical list sign. To the west is an arch style sign and a hanging sign on the eastern front elevation.
- 3.3 The signs have already been erected.

4 Policy Considerations

National Planning Policy Framework

The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

CS11	(Protecting and Enhancing the Special Environment and Heritage of Havant Borough)
CS12	(Chichester Harbour Area of Outstanding Natural Beauty (AONB))
CS16	(High Quality Design)
CS4	()

Havant Borough Local Plan (Allocations) July 2014

DM20	(Historic Assets)
AL1	(Presumption in Favour of Sustainable Development)
DM21	(Shopfronts, Signs, Security Shutters and Advertisements)
AL3	(Town, District and Local Centres)

Listed Building Grade: II
Conservation Area: Emsworth

5 Statutory and Non Statutory Consultations

Chichester Harbour Conservancy

Comment that the projecting sign / hanging sign is discrete in design and appearance and of a muted subdued colour, and thereby complements and contrasts to the colour finish of the main building. The wall mounted south side display sign makes use of an existing timber wall board that stands forward of the adjacent building. The signage is numerous (16 separate name boards), large in overall size, significant to the scale of this return elevation visible from South Street but is in character with the design and context of the host building. The rear (west) arched sign above the entrance gate from the car park is new and noticeable due to the height of display. A wall mounted sign could provide a more discreet alternative, but signage is aimed to be noticed. The design is unusual but not harmful to the character of the immediate setting within the AONB urban town scape.

The positioning of the proposal would have a localised impact on the character and appearance of the site and the immediate surrounds. The proposal would have a modest visual impact on the AONB protected landscape within this localised setting.

Given its setting, the proposal adverts are considered to be noticeable but within the setting of the built-up area context they are not viewed as to be detrimental to the character or the appearance of the Area of Outstanding Natural Beauty (AONB).

Conservation Officer

Background

The application site is located in South Street within Emsworth Town centre and within the conservation area boundary. The site comprises a two-storey building which is in use as a restaurant. It has a traditional shopfront which faces into South Street and a rear access from the South Street car park. The unit has stood vacant for some time but is now under new ownership.

Legislative and Policy Context

When assessing the proposal, the following legislation and policy context is taken in consideration.

- Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires planning authorities, when considering whether to grant planning permission for development which affects a listed building or its setting, to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.
- Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires planning authorities, when considering whether to grant planning permission for development which affects a Conservation Area, to have special regard to the desirability of preserving or enhancing the character and appearance of that area.
- National Planning Policy Framework
- Local Plan Policies - CS16, CS12 and DM20.

Assessment

The works relate to 3no signs. One located on the site of the building adjacent to the Blue Bell public house, one small projecting metal sign on the front elevation and a larger projecting sign structure on above the rear entrance to the site from the South Street car park.

The signage on the side elevation comprises separate wooden boards advertising several products. It has been painted in colours, which matches the external paint finish of the building. Whilst it is not a particularly traditional feature of a building of this character, it does blend in with the side elevation due to the use of a traditional materials and the chosen colour palette. Whilst it is noticeable on the building, it is not considered to be harmful to the significance of the heritage asset.

The front projecting sign is small and of an aluminium style material, displaying the company logo. This is in keeping with the traditional character of the building.

Like the signage on the side elevation, the rear sign is unusual and noticeable due its height and position above the rear gate. Again, the use of traditional materials has

resulted in a form of signage which is not harmful to the character of the main listed building.

Conclusion

Overall, the retrospective signage is not considered to result in harm to the designated heritage assets those being the main listed building, or the Emsworth Conservation Area

Councillor Julie Thain-Smith

No comments received.

Councillor Lulu Bowerman

No comments received.

Councillor R Kennett

No comments received.

Historic England

Comment that no need to notify or consult.

Natural England Government Team

No comments received.

6 Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 5

Number of site notices: One

Statutory advertisement: 25/06/2021

Number of representations received: 0

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Impact to heritage assets and character of the conservation area and AONB
- (ii) Highway safety
- (iii) Effect upon residential amenity

- (i) Impact to heritage assets and character of the conservation area and AONB

- 7.2 In assessing this application regard must be paid to Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 which firstly require the LPA to have special regard to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses; and secondly to pay special attention to the desirability of preserving or enhancing the character or appearance of the conservation area. The signage on the side southern elevation comprises 16 separate wooden boards advertising different products. As noted by the conservation officer, it has been painted in colours which matches the external paint finish of the building. The conservation officer acknowledges that it is not a particularly traditional feature of a building of this character but that it does blend in with the side elevation due to the use of traditional materials and the chosen colour palette.
- 7.3 The multiple signage has been erected on an existing timber panel and whilst it is noticeable on the building, it is not considered to be harmful to the significance of the heritage asset nor adversely impact on the character and visual amenities of the conservation area or the AONB.
- 7.4 The front projecting sign is relatively small and discreet in design and appearance and in keeping with the character of the building and would not result in any adverse impact to the heritage asset, the character of the conservation area or the AONB.
- 7.5 The rear (west) arched sign above the entrance gate would be prominent when viewed from the car park but the use of traditional materials results in a sign that does not adversely affect the heritage asset, the character of the conservation area or the AONB.
- 7.6 Both the conservation officer and Chichester Harbour Conservancy raise no objections to the signage.
- 7.7 It is considered the signs do not have an adverse effect on the heritage assets or the visual amenity of the immediate locality nor adversely affect the character of the conservation area or the AONB. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations) and satisfies Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

(ii) Highway safety

- 7.8 There would be no adverse impact on highway safety as a result of the signage.

(iii) Effect on residential amenity

- 7.9 It is considered that there would be no adverse impact on residential amenity as a result of the signage.

8. Conclusion

- 8.1 The signs are considered to be acceptable and the application is therefore recommended for advertisement consent.
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9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/21/00633 subject to the following conditions:

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:

201052 02 - PROPOSED SIGNAGE

Reason: - To ensure provision of a satisfactory development.