

Consultee Comments for Planning Application APP/16/00302

Application Summary

Application Number: APP/16/00302

Address: 10-12 High Street, Emsworth

Proposal: Installation of 1No. non-illuminated fascia sign and 1No. externally illuminated projecting sign.

Case Officer: Daphney Haywood

Consultee Details

Name: Mr John Heritage Team

Address: Public Service Plaza, Civic Centre Road, Havant PO9 2AX

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On Behalf Of: Conservation Officer

Comments

Conservation Officer comments

This application relates to the former Barclays Bank premises. By way of background the premises has planning permission to be split into units one which will be used by Costa Coffee and the other as shown in this application by Coral.

The proposed shop front relates poorly to the street façade on which they are to be placed. It does not follow the model that has been agreed for the adjoining unit (Costa Coffee) and as such does not sit comfortably on the building. I would recommend the following amendments to the scheme:

- The curvature top to the shop front should be retained and the stallriser removed from the scheme.
- A simpler glazing solution should also be included and a change to the doors design with a curved glazed solution.
- Font of letter to sign reduced to fit better within fascia board. There is often a misconception that the larger and bolder the sign, the more effective it is. The applicants start with an advantage as the corporate brand, light lettering on a dark background is more distinctive and readable.
- A more decorative approach taken to the hanging sign (see Coast Coffee scheme APP/15/01398)

I have provided a basic sketch to the planning officer which may help further explain my comments above. Shop signs within the Emsworth Conservation Area are generally restrained, with the use of signwritten signs on the more traditional shopfronts. This building is architecturally unremarkable, but greater sensitivity is required which takes account of the buildings context within the historic town centre.

The air conditioning units and the satellite would not be visible from any public vistas and as such would not have an adverse impact on the character of the conservation area.