



CHICHESTER
HARBOUR
CONSERVANCY

CHICHESTER HARBOUR AREA of
OUTSTANDING NATURAL BEAUTY
(AONB) Unit
Planning Consultation
Development Assessment Report

Chichester Harbour AONB Unit : Recommendation Report (Adverts)

Location: Land at 25 South Street, Emsworth,, Hampshire

Planning Application: **APP/21/00633 (RETROSPECTIVE)**

Proposed display of 1x non-illuminated hanging sign and 2x non-illuminated fascia signs
(Retrospective)

Chichester Harbour AONB Unit Recommendation – No Objection Adverts

Suggested considerations –

- schedule/samples of materials to be agreed by LPA prior to use / as specified on forms
- standard advertisement conditions applicable

Scope of Assessment Consideration (Adverts)

In considering the implications and impact within or to the Area of Outstanding Natural Beauty protected national landscape, the appearance, scale, size, positioning and character of the signage within the surrounding AONB landscape setting is assessed.

Planning Approach

The statutory purpose of the Area of Outstanding Natural Beauty (AONB) is to conserve and enhance the area's natural beauty. The LPA should assess the application carefully as to whether the proposed development would have a significant impact on or harm that statutory purpose. 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.

The submission site is located within the Chichester Harbour Area of Outstanding Natural Beauty (AONB). 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. The adopted guidance requires a clear demonstration that no harm is caused to the AONB.

Chichester Harbour Conservancy, administer and safeguard the Chichester Harbour Area of Outstanding Natural Beauty (AONB). The aim of conserving and enhancing the areas natural beauty requires the Conservancy to consider the proposal on its landscape character aspects. The landscape covers both built-up urban environments as well as rural countryside and coastal areas.

This comment and recommendation is made having regard to the applicable AONB Policy -

- Chichester Harbour AONB Landscape Character Assessment (CBA update 2019)
 - Chichester Harbour Management Plan (2019-2024)
 - Chichester Harbour AONB Planning Principles (Management Plan version April 2019)
 - Chichester Harbour AONB Joint Supplementary Planning Document SPD (2017 – LPA adopted)
 - National Planning Policy Framework (Revised 2018)
 - National Planning Practice Guidance (2014)
- and in particular the following relevant AONB Planning Principles –
- AONB **PP01**: Chichester Harbour as a Protected Area,
 - AONB **PP09**: Dark Skies

Relevant Recent Planning History

APP/13/00454: Change of Use to Restaurant (Use Class A3) from Off Licence (Use Class A1) including physical alterations. CHC raised no objection in comments on 12 June 2013. Application Allowed by LPA on 6 Sept 2013.



Google earth imagery dated at January 2021



Existing Current Use and Situation

The commercial premises is located midway along the west side commercial street frontages of South Street within Emsworth town centre. The main frontage displays a canopy advertisement to the entrance and main windows. After January 2021 the retrospective advertisement displays have been installed to the building return facing the road from the south and through a projecting sign to the front elevation. The property has a noticeable visual presence within the public street vista due to the colour treatment of the building.

Submitted Proposal and Supporting Documents

The proposal seeks to display three types of non-illuminated signage to both the main frontage elevation onto South Street and the south side return elevation which stands forward of the adjoining building (the Blue Bell public house).



Submitted images within Heritage Statement & Design and Access Statement dated May 2021

The submission makes **passing reference** and acknowledgement of the location context to the setting of the Area of Outstanding Natural Beauty (AONB) protected national landscape, but fails to specifically reference or confirm compliance with the AONB policies affecting the proposal. The lack of knowledge or understanding of the status of the AONB in the planning consideration is disappointing. The submission includes a combined Heritage Statement & Design and Access Statement as supporting documents.

Planning Assessment

The consideration would require a full and detailed assessment of the potential, possible, and probable impact to the character and appearance of the site and the locality of the AONB protected landscape. The main AONB planning assessment issues to be considered for this site relate to:

- Consideration against the relevant AONB Planning Principle guidance (inc. PP09: Dark Skies)
- Relevant and/or recent planning history implications for the proposal
- The locational positioning, perceived visual appearance and impact to and on the environmental character of the AONB protected national landscape

AONB Planning Principle PP01: is relevant to this proposal as this reflects the statutory primary purpose of the AONB to conserve and enhance the natural beauty of the area. Great weight should be given to the protection of the landscape, the conservation of nature, and the special qualities of Chichester Harbour and its surrounding supporting hinterland.

AONB Planning Principle PP09: is relevant to this proposal as this reflects the desire to limit and reduce artificial light pollution to the night sky within the AONB. The proposal does not introduce any illumination to the proposed signage, therefore is compliant with AONB PP09.

The planning history establishes the commercial use of the building within the local commercial street within the town centre area.

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.



Summary Conclusion

The adopted guidance requires a clear demonstration that no harm is caused to the AONB. The site is location within the built-up area environment within the AONB.

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).

Other Comment

The planning application will be considered by the LPA in terms of other aspects applicable to the planning merits of the proposal, such as any overlooking impact to neighbouring property and spaces, any perceived loss of privacy, any equated loss of light and cause of shadowing, noise generation and disturbance, traffic generation and on-site parking provision, and in terms of overall good building design and land-use neighbourliness.

This consultation assessment and comment response to the LPA is for open transparency public view.

Assessment 13-07-2021 LPA request reply 17-07-2021
Chichester Harbour AONB Case Assessor: David Rothery

Comment to LPA 13-07-2021
LPA Planning Case Officer: Drew Blackman

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