

Heritage Team Response

Date – 17/5/2021

APP/21/00633 –25 South Street, Emsworth

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.

Proposal

Display of 1No. non-illuminated hanging sign and 2no. non illuminated fascia signs.

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

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