
Site Address:	10-12 High Street, Emsworth		
Proposal:	Installation of 1No. non-illuminated fascia sign and 1No. externally illuminated projecting sign.		
Application No:	APP/16/00302	Expiry Date:	31/05/2016
Applicant:	Coral Racing Ltd		
Agent:	Mr Hickey	Case Officer:	Daphney Haywood
	Crickmay Chartered Surveyors		
Ward:	Emsworth		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site comprises the ground floor unit of No. 10-12 High Street, which is located within Emsworth Town Centre, the designated Emsworth Conservation Area and Chichester Harbour Area of Outstanding Natural Beauty. The site also forms part of a primary shopping frontage within the town centre. It forms the ground floor unit of a three-storey building with residential flats on the upper floor. The application site sits in between the Crown Hotel, a Grade II listed building and another more modern building comprising commercial units on the ground floor with residential apartments above.
- 1.2 The unit was previously occupied by Barclays Bank but has been vacant for approximately one year. The unit has been subdivided and the application site includes 74 m2 of floor space. The other larger subdivided unit is the subject of a recent planning permission for change of use to coffee shop. At the rear of the building is a service yard which is accessed via Spring Gardens. This service yard provides access to the residential flats above the commercial units and also to the undercroft parking of properties in Oyster Mews.

2 Planning History

99/50723/004 - 2 no. air conditioning units to east elevation at first floor level, REF,27/05/1999
99/50723/005 - Internally illuminated fascia sign and internally illuminated projecting globe sign to front (west) elevation, WD,07/10/1999
99/50723/006 - Installation of replacement ATM in south west elevation to allow for disabled persons use, PERM,11/11/1999
99/50723/007 - Internally illuminated fascia sign to cash dispensing machine on front elevation, PERM,20/12/1999
03/50723/008 - Alterations to existing front elevation to allow for a level access into building, removal of handrails and relocation of ATM PERM,28/01/2004
05/50723/009 - Siting of external air conditioning units on the existing flat roof at the rear of the premises., REF,10/03/2006
06/50723/010 - Installation of 2No. externally mounted air conditioning units and acoustic screen. , PERM,29/08/2006
GEN/14/01041 - Replacement windows., ,03/11/2014 15:01:35
GEN/14/01042 - Replacement windows., UNK,
APP/15/01084 - Replacement of all wooden painted window frames to black/brown upvc on like for like basis of style and size. This is for the flats only not shop fronts.

(Resubmission.), DEL,
APP/15/01397 - Change of use from vacant class A2 unit to mixed class A1/A3 coffee shop., PERM,09/03/2016
APP/15/01398 - Display of 1No. fascia sign and 1No. projecting sign externally illuminated by downlighters., PERM,09/03/2016
APP/16/00089 - Change of use from Class A2 (Financial & Professional Services) to Sui Generis (Betting Shop)., PERM,21/03/2016
APP/16/00300 - Installation of a new shop front, installation of 2No. air conditioning units and erection of 2No. satellite dishes., DEL,

3 Proposal

Installation of 1No. non-illuminated fascia sign and 1No. projecting sign externally illuminated by trough strip lights. Amended plans have been submitted to reduce the size of the lettering and design of the projecting sign.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)
CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Emsworth

5 Statutory and Non Statutory Consultations

Chichester Harbour Conservancy

A site visit has been made and the views of the Conservancy are as follows, having regard to the relevant Policy Framework*.

These are established commercial premises in the High Street, within Area A of the designated Conservation Area. The site is not visible from the Harbour, nor the Mill Pond.

The non-illuminated fascia sign is considered discrete and in proportion with the shopfront. Other projecting signs are prevalent in the area and some illuminated in a similar manner to that proposed. The siting of the projecting sign in relation to the fascia sign is considered appropriate.

Overall the Conservancy therefore has no objections to the signage proposed and is satisfied that the visual amenities of the AONB would not be harmed.

The specification of 800 candelas/sq.m seems a little bright for the projecting sign, but the Conservancy will leave the council to decide if that level of illumination is acceptable.

Conservation Officer

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 applicant's 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 building's 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

Amended plan

Having reviewed the amended details I can confirm that I now have no objection to the proposal. The illumination should be conditioned so that it is turned off during non opening hours.

Development Engineer

The Highway Authority has no adverse comment to this application subject to a standard illumination condition.

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: 8

Number of site notices: 1

Statutory advertisement: 15/04/2016

Number of representations received: 0

7 Planning Considerations

Having regard to the relevant policies of the development plan it is considered that the

main issues arising from this application are:

- (i) Visual amenity
- (ii) Highway safety

(i) Visual Amenity

The Council's Conservation Officer has been consulted and has advised that the scheme has been revised in accordance with earlier advice provided. The main fascia sign is not illuminated and now of an acceptable scale. The hanging sign adopts a more traditional form suitable for this conservation area location. The external illumination of the hanging sign using trough strip lighters is considered acceptable and whilst the level illumination is relatively high, the site lies within Emsworth Town Centre and the area of illumination is small. The signs would be finished in the Coral house colours which are bright but given the small extent of signage the signs are not considered to be overly intrusive. As such no objections are raised and it is considered that the proposal would not have an adverse impact on the visual amenity of the conservation area.

(ii) Highway safety

The main fascia sign would not be illuminated and the hanging sign would only be illuminated by trough lighters. Therefore overall it is considered that the signage would not cause a risk to highway safety.

8 **Conclusion**

The application is considered to be acceptable and is recommended for consent.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00302 subject to the following conditions

- 1 (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- (b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

(d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

(e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 2 No part of the projecting sign shall be illuminated other than as hereby permitted, and the illumination shall only operate during the opening hours of the unit.

Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)

- 3 The illumination of the proposed sign shall be of a non-intermittent type.

Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)

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

Site and block plan dwg COR1822/SP01B

Existing plans dwg COR1822/AS01C

Proposed front elevation and signage dwg COR1822/AB03A

Proposed plan, roof plan and front elevation dwg COR1822/AB01G

Reason: - To ensure provision of a satisfactory development.