

Consultee Comments for Planning Application APP/15/01395

Application Summary

Application Number: APP/15/01395

Address: 4 West Street, Havant, PO9 1PE

Proposal: Application for Listed Building Consent for 1No. internally illuminated fascia sign; 1No. internally illuminated box letters and background panel; 1No. internally illuminated keyline light strip; 2No. window vinyl.

Case Officer: Bee Crawford

Consultee Details

Name: Mr John Heritage Team

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

Email: Havant.Heritage@havant.gov.uk

On Behalf Of: Conservation Officer

Comments

This building is not listed, but sits in a very prominent location at the historic crossroads opposite St Faiths Church (grade II*) within St Faiths Conservation area. The building makes a positive contribution to the local streetscene and is so denoted in the adopted Conservation Area Character Appraisal Townscape Map. The building comprises three main architectural components a) the primary façade and street entrance from West Street, b) the distinctive curved brick corner and c) the more restrained street frontage to North Street.

The property sits in an area of mixed signage. The illumination to Lloyds Bank is currently restricted to the two hanging signs, one each on the West Street and North Street frontages. A previous proposal for internally illuminated signs was refused in 2006 (06/50528/019 refers). The general approach has been to restrict illumination to properties with a primary night time use (pubs, restaurants etc) In the immediate area signage is restrained with illumination confined generally to Estate Agents Cubitt and West etc.

I feel this gives the LPA a strong hand in securing a suitable quality in terms of content and number of signs for this prominent site. It can hardly be said this building is inconspicuous or difficult to find. Four new signs are proposed plus additional bands of illumination (A & B on plans) which I will deal with in turn below:-

Item 1 Main West Street Frontage (fascia sign), Architecturally this elevation retains its character above the ground floor. The ground floor shopfront is a modern insertion of little distinction. The current fascia sign consists of individual fret cut unilluminated lettering fixed directly to the marble fascia. No as existing scaled drawings are supplied and therefore a direct comparison of the letter height is readily possible. The current lettering is already large and spans the main entrance. I feel

it sits comfortably within the deep fascia. The proposal is for significantly larger lettering occupying more of the fascia. Each letter is bulkier (60mm) and internally illuminated. In addition to the internal illumination it is proposed to add a pelmet light along the full length of the fascia, sat below the present stone cornice.

Comment: The scale of letters and amount of illumination is excessive for this prominent location opposite St Faith Church. I would wish to see the lettering no larger or bulkier than what currently exists. Consideration could be given to subtle illumination of the fascia by means of a carefully designed pelmet light which is designed to read as part of the cornice. This needs a more considered approach than the rather simplistic drawings supplied. It would need an accurate cross section and large scale elevation of the cornice to illustrate persuasively the detailing. The proposal is not acceptable as it stands.

Item 2. Replacement Illuminated Fascia Sign North Street.

The current sign consists of fret cut lettering applied directly to the masonry. The sign is not illuminated.

Comment. The proposal is for a standard aluminium box sign, which sits proud of and pays little regard to the existing architectural framing the fascia, formed by the cornice and console brackets. This is a secondary elevation already identified by the externally illuminated hanging sign. Advise removal of illumination and to decorate background in matt green and affix fret cut metal letters of similar profile to the existing. Light lettering on a dark background (as proposed) will of itself make the sign more distinctive. Object to the sign in its current form.

Item 3 Keyline Strip (This and B seem to be the same)

The addition of this strip to the stone moulding does not in my view enhance the architectural interest and is in itself potentially physically damaging to the stonework. I see no justification and can not support this element of the proposals.

Item 4 Decals

It is debatable whether this element requires consent. It affects the crescent shaped panels in what is an unremarkable shopfront so raise no objection.

CONCLUSION

As is customary with rebranding exercises the proposals are excessive for this prominent location within the conservation area and immediately adjacent to St Faiths Church. As submitted I can not support the proposals and if they fail to be determined in their current form would have to recommend refusal. I have provided some advice on a more acceptable solution and an indication of the additional information likely to be required in support.