

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.

* NPPF paragraphs 14, 67 and 115; CS11, CS12, CS16, DM21: Havant Borough Local Plan (Core Strategy) 2011; AL1, AL2: Havant Borough Local Plan (Allocations) 2014. Emsworth CACA; Emsworth Design Statement; Chichester Harbour AONB Management Plan 2014-2019: BD1, BD2, BD3. CHC Planning Guidelines B4.

Yours sincerely

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