

Consultee Comments for Planning Application APP/15/01397

Application Summary

Application Number: APP/15/01397

Address: 10-12 High Street, Emsworth, PO10 7AW

Proposal: Change of use from vacant class A2 unit to mixed class A1/A3 coffee shop.

Case Officer: Rachael McMurray

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 application relates to the former Barclays Bank premises. The proposed signs relate poorly to the street façade on which they are to be placed. The new fascia sign is overly deep and illumination is an issue. 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 buildings context within the historic town centre. The established approach when considering fresh signage proposals is to restrict illumination to premises which operate primarily at night. This would not apply to the intended use. Costa is a franchise which has a strong brand image in terms of letter style and colours but is equally adaptable to location. The Costa premises in Winchester, for example, has no illumination and a more restrained format.

If the application falls to be determined in its current form I would have to recommend REFUSAL. If the proposals are revised to adopt the same fascia depth(420mm) used by Barclays with a suitably thin (60mm) fascia box with individual non-illuminated letters and simple hanging sign I would be able to offer a more positive response. There is often a misconception that the larger and bolder the sign, the more effective it is. The applicants start with an advantage as the corporate brand, light lettering on a dark background is more distinctive and readable.

It is hoped that the agreed signage for this element of the building will serve as a model for the adjoining unit, since the form and design should adopt a common thread to sit comfortably on the building as a whole.

CONCLUSION

Current scheme unacceptable for reasons set out. Advice provided on how it could be modified to be acceptable.

John Townsend
Conservation Consultant