

Consultee Comments for Planning Application APP/16/00732

Application Summary

Application Number: APP/16/00732

Address: 12 The Pallant, Havant, PO9 1BE

Proposal: Display of 2No. non-illuminated fascia signs.

Case Officer: Heather Lealan

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

Principal Conservation Officer comments

The application site is a non listed building which is located within the St Faiths Conservation Area.

It is of particular importance that signs in Conservation Areas are attractive and contribute to the character and interest of the area. Careful attention should be paid to the positioning, size, scale, colour and materials used in the advertisement to make sure it is in keeping with the character of the building and the area.

The fascia sign to the front of the store is of a size and design that would not cause any adverse impact on the character of the Conservation Area. It is also proposed to be non-illuminated which is encouraged.

There appears to be brackets on the side of the building which may have taken a similar sized advert to the one proposed, although I can see no previous applications for such a sign. However, it is my opinion that the sign would appear particularly large on this building and within the context of this area. The design of the sign is also very cluttered with writing, pictures, logos, phone numbers etc. As a suggestion I would prefer if the sign was reduced in size and simplified in its design.