

Comments for Planning Application APP/15/01398

Application Summary

Application Number: APP/15/01398

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

Proposal: 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign.

Case Officer: Rachael McMurray

Customer Details

Name: Mr Steve Lawrence

Address: Education Centre, Dell Quay, Dell Quay Road, Apuldram PO20 7EE

Comment Details

Commenter Type: Complainant

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: Having reviewed most adjoining commercial premises in terms of their advertising, most seem either to not be illuminated, or if they are, they are generally externally lit from above. I only noted one projecting internally lit sign (not illuminated at time of visit) for a hardware shop on the opposite side of the street.

Given the location is a Conservation Area and within the setting of the Listed Crown pub, The Conservancy would prefer to see externally lit signage, rather than the corporate design being put forward.

I believe the Emsworth Design Statement and CACA for the Conservation Area are supportive of this approach.

Yours faithfully

Steve Lawrence MRTPI

Planning Officer (Mon/Thurs/Fri)(Job share with Mrs Linda Park MRTPI)

Chichester Harbour Conservancy

Dell Quay Office, Dell Quay, Chichester, PO20 7EE

01243 533 991

www.conservancy.co.uk

Policy framework considered -

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 Conservation

Area CACA; Emsworth Design Statement; Chichester Harbour AONB Management Plan 2014-2019: BD1, BD2, BD3. CHC Planning Guidelines B4.