
Site Address:	10-12 High Street, Emsworth, PO10 7AW		
Proposal:	Display of 1No. fascia sign and 1No. projecting sign externally illuminated by downlighters.		
Application No:	APP/15/01398	Expiry Date:	30/03/2016
Applicant:	Premier Coffee Ltd	Team:	Team 2
Agent:	Mr Millett	Case Officer:	Rachael McMurray
	Walsingham Planning		
Ward:	Emsworth		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site comprises the ground floor unit of No. 10-12 High Street, which is located within Emsworth Town Centre and within the designated Emsworth Conservation Area and Chichester Harbour Area of Outstanding Natural Beauty. The site also forms part of a designated primary shopping frontage within the town centre. It forms the ground floor unit of a three-store building with residential flats on the second floor. The first which was former offices for the bank, also has approval for a change of use to residential accommodation. The application site sits in between the Crown Hotel, a Grade II listed building and another more modern building comprising commercial units on the ground floor with residential apartments above.

The front elevation of the commercial unit includes three large black painted framed window and a double width access door. The unit was previously occupied by Barclays Bank but has been vacant for approximately one year. The unit has been subdivided and the application site includes 276m² of floorspace, comprising the access door and two windows on the front elevation. The other smaller subdivided unit is unoccupied at present. At the rear of the building is a service yard which is accessed via Spring Gardens. This service yard provides access to the residential flats above the commercial units and also to the undercroft park of properties in Oyster Mews. There is a rear access door accessed from the service yard which provides access to the rear of the application unit.

2 Planning History

98/50723/003 - Form steps to entrance of Bank for disabled use, PERM,01/02/1999
APP/11/01391 - Installation of 2No. new champagne fascia panels with internally illuminated letters and 1No. internally illuminated projecting sign., PERM,19/10/2011
APP/15/00259 - Application for certificate of lawfulness relating to conversion of first floor office space to 2No. dwellings., REF,13/05/2015
APP/15/00706 - Conversion of office spaces on the first floor into two self contained apartments., PERM,07/10/2015
APP/15/01397 - Change of use from vacant class A2 unit to mixed class A1/A3 coffee shop. Approved at Planning Committee on 25/2/2016

3 **Proposal**

Display of 1No. fascia sign and 1No. projecting sign externally illuminated by downlighters. Amended plans were received part way through the application which amended the depth of the fascia sign to 400mm (non illuminated) and 1 projecting sign which is to be illuminated by downlighters. (DN: A567015/04)

4 **Policy Considerations**

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)

CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Emsworth

5 **Statutory and Non Statutory Consultations**

Chichester Harbour Conservancy:
No objections

Conservation Officer:
No objections to the revised plans

Natural England:
No objections

Development Engineer:
No objections

6 **Community Involvement**

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 8

Number of site notices: At least one site notice exists - check the number.

Statutory advertisement: 05/02/2016

Number of representations received: 1 x objection

i. The sign is not in keeping with the context of the town centre and an illuminated sign of this size is unnecessary.

Officer note - amended plans were received which reduced the size of the sign and removed the illumination of the fascia sign.

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Visual amenity
- (ii) Highway safety

(i) Visual Amenity

The Council's Conservation Officer has been consulted and has advised that the scheme has been revised in accordance with earlier advice provided. The main fascia sign is no longer illuminated and adopts the scale and profile of the former bank fascia, which regains the relationship with the shop front. The hanging sign adopts a more traditional form suitable for this conservation area location. External illumination using trough down lighters is now employed which is considered more acceptable in terms of low level illumination. As such no objections are raised and it is considered that the proposal would not have an adverse impact on the visual amenity of the conservation area.

(ii) Highway safety

The main fascia sign would not be illuminated and the hanging sign would only be illuminated by down lighters. Therefore overall is considered that the signage would not cause a risk to highway safety.

8 Conclusion

The application is considered to be acceptable and is recommended for consent.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/01398 subject to the following conditions:

- 1 The development must be begun not later than three years beginning with the date of this permission.
Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
(b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

(d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

(e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.

- 3 No part of the projecting sign shall be illuminated other than as hereby permitted.

Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)

- 4 The illumination of the proposed sign shall be of a non-intermittent type.

Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)

- 5 The development hereby permitted shall be carried out in accordance with the following approved plans:

OS Plan Site Plan – 100022432 – received on 5/2/16

OS Block Plan – 100022432 – received on 5/2/16

Proposed elevations - A56015/04 – received 5/2/16

Reason: - To ensure provision of a satisfactory development.