
Site Address:	Emsworth Museum, 10B North Street, Emsworth, PO10 7DD		
Proposal:	Display of 1No. non-illuminated wall mounted sign.		
Application No:	APP/14/00881	Expiry Date:	23/10/2014
Applicant:	Mrs N Conyard	Team:	Team 2
	Havant Borough Council		
Agent:		Case Officer:	Tina Pickup
Ward:	Emsworth		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

Site Description

The museum building is included within the Local List and noted as being 'Previously Warblington Council Chamber - Attractive example of turn of the century civic architecture, prominently sited in North Street'. It is a detached building located on the west side of North Street, having a vehicular access to a public car park and buildings to the rear, located immediately to the south of its south elevation. The south elevation of the building includes stone quoin detailing on the corner, a central chimney breast, with the rear section having the entrance door and two first floor windows. Existing signage on this south elevation includes a vertical word 'Museum' at first floor height near the front quoins; and a sign above the entrance door with lockable notice display cupboard adjacent.

2 Planning History

99/54726/003

Non illuminated wall sign on south elevation Adv Consent 25/11/99

3 Proposal

The positioning of a 700mm wide x 550mm high sign board that would be sited 2.4m above the ground, on the south elevation near the front of the side elevation. The sign is intended as a directional sign with arrow, directing people to Emsworth Community Centre which is located within one of the buildings to the rear of the museum. The sign would be non-illuminated.

4 Policy Considerations

National Policies

NPPF

Core Strategies 2011 forming part of the HBLDF

CS16 (High Quality Design)

Havant Borough Local Plan (Allocations), adopted July 2014

AL1 - Presumption in Favour of Sustainable Development

DM21 - Shopfronts, signs, security shutters and advertisements

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Conservation Officer

This building is lies outside Emsworth Conservation Area but has been identified as being of local interest. The general approach is to limit signs on buildings to the trade/use carried out to avoid unnecessary visual clutter. I am satisfied in this case the proposed sign is of a scale and form that will have negligible impact on the character of the building and will not be harmful to visual amenities – one of the key tests for adverts. No objection.

Development Engineer

No adverse comments.

Property Services Manager

No comment received.

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: 11

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

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

7.1 Applications for the display of advertisements can only be considered in the interests of amenity and public safety, having regard to the development plan:

- (i) Amenity
- (ii) Public safety

- (i) Amenity

7.2 The proposed sign would be sited below the existing vertical Museum sign and be the second sign in front of the chimney breast on the south elevation. It is functional in that it is helping to guide people to the buildings at the rear of the site that cannot otherwise be identified from the street frontage. Due to the Museum buildings forward position against the highway edge, this area of the south elevation of the building in front of the chimney breast is visible to both drivers and pedestrians on the highway. A second, modest, non-illuminated sign is not considered to amount to unreasonable visual clutter on this part of the building - it is not necessarily read with the rear half of the building in street scene terms. There is considered to be no harm to the visual amenity of either the area of the building itself as a result of the display of this additional directional sign.

(ii) Public safety

- 7.3 The proposed sign is non-illuminated and would not be a distraction to drivers. Infact it is helping to direct people to the correct location and its form, lettering, logo etc is appropriately simple and would arguably aid drivers. There is therefore considered to be no danger to public safety as a result of the display of this sign.

8 Conclusion

- 8.1 The proposed sign is considered to be appropriate to the building on which it is sited and is not detrimental to either the visual amenity of the area or public safety. It therefore complies with policy DM21 of the Allocations Plan, 2013. The application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/00881 subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 4 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.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 6 The development hereby permitted shall be carried out in accordance with the following approved plans:

Site location plan
Advert detail
Photograph indicating advert siting

Reason: - To ensure provision of a satisfactory development.