
Site Address: The Ship Inn, Langstone Road, Havant, PO9 1RD
Proposal: Application for advertisement consent for replacement advertisements and lighting comprising: 2No. written signs. 1No. plaque, 1No. brass menu case and 1No. brass lantern to south elevation; refurbishment of existing cartouche and 1No. written signboard on west elevation; 1No. written sign on east elevation; retention of all floodlighting on building; and retention of existing pictorial with illumination and replacement gibbet and cartouche to existing freestanding sign at road frontage.
Application No: APP/14/01063 Expiry Date: 02/12/2014
Applicant: Fullers, Smith & Turner Plc Team: Team 1
Agent: Mrs Knowles Case Officer: David Eaves
 Omega Signs Ltd
Ward: St Faiths

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is a Grade 2 Listed Public House is located in Langstone Conservation Area on the Chichester Harbourside to the east of Langstone Road and viewed from Hayling Bridge.

2 Planning History (Recent)

APP/14/01147 Application for Listed Building Consent for replacement advertisements and lighting comprising: 2No. written signs. 1No. plaque, 1No. brass menu case and 1No. brass lantern to south elevation; refurbishment of existing cartouche and 1No. written signboard on west elevation; 1No. written sign on east elevation; retention of all floodlighting on building; and retention of existing pictorial with illumination and replacement gibbet and cartouche to existing freestanding sign at road frontage. Current Application.

07/50825/016 Reorientation of external timber stair and erection of glazed canopy to front. Refused May 2007

07/50825/015 Listed Building Consent for reorientation of external stair and erection of glazed canopy to front. Refused May 2007

07/50825/014 Display of externally illuminated fascia sign, plaque and cartouche and 1No. lantern to south elevation. Permitted July 2007

3 Proposal

Application for advertisement consent for replacement advertisements and lighting comprising: 2No. written signs. 1No. plaque, 1No. brass menu case and 1No. brass lantern to south elevation; refurbishment of existing cartouche and 1No. written signboard on west elevation; 1No. written sign on east elevation; retention of all floodlighting on building; and retention of existing pictorial with illumination and replacement gibbet and cartouche to existing freestanding sign at road frontage.

4 Policy Considerations

National Planning Policy Framework 2012

Havant Borough Local Plan (Core Strategy) March 2011

- CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)
- CS12 (Chichester Harbour Area of Outstanding Natural Beauty (AONB))
- 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: Langstone

5 Statutory and Non Statutory Consultations

Conservation Officer

UPDATE 04/12/14

Support application in revised form as set out on drawing (21715pl01 Issue 2 attached to email dated 03/12/14

(Original Comments)

This is a prominently sited listed building facing onto the harbour and Langstone Road. I have visited the site and also taken note of the representations made by the Langstone Residents Association.

The gable facing Langstone Road is the most visible on the approach and contains the main signage at present. The present gold/.bronze lettering is a fairly basic solution. The proposals present something a little more original and distinctive. I do not feel the basic concept should necessarily be dismissed out of hand, but feel a more limited and restrained approach is required.

Detailed Proposals

1. There is no significant change to the current colour scheme requiring comment. In my view it is appropriate..

Signs

2. Signs B, C, D & E are very similar to what currently exists and are uncontentious.
3. Floodlights. Sign A. Note current floodlights are to be retained. No problem with what is on the building. I believe the intention is to replace the lights on the post supporting the hanging sign by the downlighter. If this were the case it has may support being a more satisfactory crisper design solution. Certainly there is no need to retain the bulky uplighters and their removal confirmed.

4. Sign G. Signwritten sign situated at ground floor on main gable and harbour return. No objection. This is relatively restrained and uses a traditional form of signwriting. Taken in its broader context it would be difficult to argue that it harms the building's architectural character or visual amenities, which are the relevant criteria. It is designed to be read on pedestrian approach rather from the road. It would be straightforward to sign write the Langstone Road elevation which is smooth render. More challenging, but not impossible the rubble face of the Harbour return. It would be relevant to check the Agent has not overlooked this when developing the proposals.
5. Sign H. Signwriting the main gable in place of the individual lettering is in my view a reasonable proposition in principle. Where the current proposals fall down, is the content is too fussy and complex. If the sign writing is confined to the gable only, and the pictorial ship is omitted, which serves no purpose: it is in my view reasonable. The upper sign writing on the harbour frontage needs to be omitted. It is merely repetitive, serves no useful purpose (the gable being the principal signpost) and merely adds to visual clutter. Additionally, the walling on this elevation varies between brick (at the upper level) and roughcast rubble. A sign straddling the two would look awkward and out of place.
6. Sign I. This replaces a current sign on this location. It is viewable above the vehicles and intended (presumably) to identify special offers/events. In my opinion it would be difficult to argue this compromises the building's special architectural interest or visual amenities, which are the key planning tests.
7. Sign J. Hanging sign. Whatever the historical accuracy (or otherwise) of the intended sign, it is a very poor in comparison to the present pictorial sign. I think the Agent may have got carried away in trying to present a single consistent image – to be applied to the sign and building.. There is no need, and no good reason to use the pictorial images on the building itself. This frees things up and allows for a good quality pictorial sign which has meaning. The replacement pictorial hanging sign is not acceptable. Advise, refurbishment of the existing, or alternative of equal visual meaning and pictorial quality.

Chichester Harbour Conservancy

RECOMMENDATION

The Local Planning Authority is advised that the Conservancy has no objection to this application, but asks that the following matters be negotiated if possible:-

- Sign H on the Harbour elevation be omitted and preferably also 1 or both of Sign G;
- Painting depicting the Ship Inn on the Hanging Sign (Sign J) be retained;
- The Council is satisfied that the proposed lighting is of a suitable level to avoid light pollution or spillage beyond the site boundary, given the sensitive location of the site within the AONB.

Development Engineer

The Highway Authority has no adverse comment to this application.

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: 0

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 2

(Original Proposals)

Summary:

Hanging sign should remain **Comment - Now retained**

Concern about blue signage over door if hanging sign retained **Comment - Sign simplified**

Concern about seaward sign on rough brickwork **Comment - Sign removed**

Blue script and diagram signage too detailed and lacks clarity of existing hanging sign and inn name on gable end degrading traditional appearance.

Hanging sign unsuitable.

Amenity text signs unnecessary.

Pictorial sign with chalkboard has little purpose.

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) Principle of development
- (ii) Impact on amenity
- (iii) Impact on Highway Safety

(i) Principle of development

7.2 The building is a commercial public house, and the principle of signage is considered acceptable. As the building is Listed and the site is within a Conservation Area there is a need to ensure that the adverts preserve or enhance the building and the Conservation Area.

(ii) Impact on amenity

7.3 The site is located in the Langstone conservation Area, Chichester Harbour AONB and is a listed building (Grade 2). The advertisements and lighting have been amended following advice from the Conservation Consultant and third party representations and are now considered to be sympathetic to their context and the Listed Buildings character and appearance. In terms of the wider Conservation Area, the design of the signs and their detailing are considered to

have an acceptable impact on the character and appearance of the Conservation Area.

(iii) Impact on Highway Safety

- 7.4 The Development Engineer has raised no objections to the proposed advertisements on highway safety grounds and the proposals are considered acceptable.

8 Conclusion

- 8.1 In conclusion the proposed advertisements and lighting are considered acceptable in the context of the Public House. They have been designed to preserve the character and integrity of the Listed Building and would have an acceptable appearance in the Conservation Area and AONB. The proposals raise no highway safety concerns. Advertisement Consent can therefore be recommended.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/01063

(A) 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:

Building Colours Palette Drawing No. 21715pl01 Issue 2 Page 1 of 10
Signage Specifications Drawing Number 21715pl01 Issue 2 Page 2 of 10
Elevations Drawing Number 21715pl01 Issue 2 Page 3 of 10
Night Shot Drawing Number 21715pl01 Issue 2 Page 4 of 10
Proposed Signage Drawing Number 21715pl01 Issue 2 Page 5 of 10
Photomontage Drawing Number 21715pl01 Issue 2 Page 6 of 10
Proposed Signage Drawing Number 21715pl01 Issue 2 Page 7 of 10
Location and Site Plans Drawing Number 21715pl01 Issue 1 Page 10 of 10

Reason: - To ensure provision of a satisfactory development.