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Site Address: 15 High Street, Emsworth, PO10 7AF  
Proposal: Display of flat non-illuminated lettering to fascia; 1 no. non-illuminated hanging heritage sign; 1 no. ATM bezel; 2 no. acrylic non-illuminated panels.  
Application No: APP/15/00273                      Expiry Date: 01/05/2015  
Applicant: RBS                                              Team: Team 2  
Agent: Styles and Wood Ltd                      Case Officer: Bee Crawford  
Ward: Emsworth

Recommendation: **GRANT ADVERTISEMENT CONSENT**

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## **1 Site Description**

- 1.1 The application site is a three storey terraced building housing Nat West Bank situated in Emsworth High Street in Emsworth Conservation Area. It has elevations of red multibrick with a flat roof front projection at ground floor and a pitched tiled roof with a parapet wall.
- 1.2 The adjoining and surrounding properties are a mixture of older style two and three storey attached non-listed and listed properties in Emsworth town centre of commercial use with some residential above.

## **2 Planning History**

None relevant to this application.

## **3 Proposal**

- 3.1 The application is for the display of non-illuminated fascia logo and flat fret cut lettering, 1 no. non-illuminated heritage projecting sign, non-illuminated ATM cladding, 1 no. non-illuminated entrance sign and 1 no. non-illuminated opening hours sign. The proposal is for new branding to replace the existing.

## **4 Policy Considerations**

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)

DM8 (Conservation, Protection and Enhancement of Existing Natural Features)

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 comment received.

**Conservation Officer**

Application acceptable following the submission of amended plans.

**Development Engineer - Highways**

No adverse comment.

**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: 9

Number of site notices: 1

Statutory advertisement: 20/03/2015

Number of representations received: 0

**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**

7.2 The proposed signs would be located on the front (east) elevation of the unit. Following receipt of amended plans, the fascia sign will be purple flat lettering and red logo, the projecting sign will be a red logo on a purple background and the entrance sign will be a red logo and white text on a purple background. The ATM cladding and opening hours sign will be purple vinyl.

7.3 The site is situated in Emsworth town centre and the application is to replace existing signage which has been amended to reflect the setting of the Conservation Area. Therefore, it is considered that the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

**(ii) Highway Safety**

7.4 The Development Engineer has been consulted and does not raise any issues to the proposal with regards to highway safety.

**8 Conclusion**

8.1 The proposal is considered to be acceptable and is recommended for consent.

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## 9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00273 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:  

|                                        |                              |
|----------------------------------------|------------------------------|
| Drwg No D0572-614-SP 6599/G1/SP        | Site and location plan       |
| Drwg No D0572-614-003 6599/G1/E1       | Existing elevation plan      |
| Drwg No D0572-614-004 6599/G1/E1 Rev A | Proposed elevation plan      |
| Drwg No D0572-614-007 6599/G1/SD       | ATM and signage details plan |

**Reason:** - To ensure provision of a satisfactory development.