

Conservation Officer - Objection

The site is set within the Emsworth Conservation Area and is located in a prominent location within the centre of the village.

The projecting signs would possibly not need consent as they could be displayed with deemed consent under Schedule 3, Part 1, Class 5 of the Town and Country Planning (Control of Advertisement) (England) Regulations 2007 as it is advertising the fact that medical supplies are available at the premises. The fascia signs are more of an issue as these would not fall under deemed consent and are in a conservation area where the principle of illuminated signs is not normally supported. I therefore consider that amount of illumination that is proposed to the fascia signs is not acceptable and would not preserve the character of the conservation area. I would recommend that the application is amended to reduce the amount of illumination with Element B (above the entrance) and projecting signs remaining illuminated and the other signs changed to non illuminated. I can understand this is promoting a public service but I would consider that the necessary illumination can be adequately provided by changes set out above.

If amendments are not undertaken I would recommend the application is refused as illumination, particularly in historic centres, can detract from the overall appearance of an area. It is considered in this case that the amount of illumination proposed would be harmful to the character of this conservation area and should be refused.