
Site Address: Lloyds Pharmacy, Unit 2, Central Buildings, West Street,
Emsworth, PO10 7DD
Proposal: Display of 3No. illuminated fascia signs; 2No. illuminated projecting
signs; 1No. non illuminated fascia sign and 2No. window graphics.
Application No: APP/13/00737 Expiry Date: 19/09/2013
Applicant: AAH Plc Team: Team 2
Agent: Mrs Pitt Case Officer: Jenna Shore
 Sign Specialists Ltd
Ward: Emsworth

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site occupies a corner location on the junction of West Street and the High Street in Emsworth. The site is currently used as a pharmacy with fascia signs to both the east and the south elevations. This part of the High Street forms part of the Emsworth Conservation Area and predominately consists of commercial units with shop frontages.

2 Planning History

No relevant planning history

3 Proposal

- 3.1 The application seeks to replace the existing blue fascia signs and projecting signs to the east and south with the following:

East facing elevation

- 1) White fascia sign with green lettering, non illuminated (Element C)
- 2) Projecting sign with the international pharmacy logo (green and white, non illuminated (Element F)
- 3) White fascia, no lettering, non illuminated (Element D)
- 4) Shop window vinyl, replacing mint vinyl adjacent to 'Classy Cooks' non illuminated (Sign H)
- 5) Existing window vinyl to be removed to the south east

South facing elevation

- 1) White fascia sign with green lettering, non illuminated (Element A)
- 2) Projecting sign with the international pharmacy logo (green and white, non illuminated (Element E)
- 3) Shop window vinyl, replacing mint vinyl non illuminated (Sign G)
- 4) Existing mint green window vinyl to be replaced with white
- 5) White fascia sign with green lettering, located above door, non illuminated (Element B)

4 Policy Considerations

National Policies

National Planning Policy Framework

Listed Building Grade: Not applicable.
Conservation Area: Emsworth

5 Statutory and Non Statutory Consultations

Chichester Harbour Conservancy

No objection

Development Engineer

I have no adverse comment on this application subject to standard illumination condition.

Conservation Officer

All proposed signs made non illuminated at request of Conservation Officer.

Initial comments:

Whilst the illumination proposed is more subtle than expected the amount of illumination still concerns me. I would therefore still wish for the amount of illumination to be reduced to the levels previously outlined. Emsworth as a conservation area does not have a vast array of premises with illumined signage and whilst illumination would normally be resisted I understand that as a public service the pharmacy would need some. The entrance is fortunately located in a prominent location and therefore I consider illumination over this area coupled with the projecting signs would adequately promote the service whilst not causing harm to the conservation area.

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: 35

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

7.1 Having regard to the relevant policies of paragraph 6.7 of the National Planning Policy Framework it is considered that the main issues arising from this application are:

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

(ii) Visual Amenity

7.2 Upon receipt of the application it was indicated that five out of the proposed 6 advertisements would be illuminated. In consultation with the Conservation Officer it was determined that the use of illumination to this extent was unacceptable within this location in a prominent position within the Emsworth Conservation Area. Subsequently

an amended plan was received removing the element of illumination from all 6 advertisements. In this regard the proposal it is considered that the proposal is unlikely to result in an adverse impact to the Emsworth Conservation Area.

- 7.3 The proposed signs are indicated to have a white background with two different shades of green. This is thought to be more in keeping with use of blue as currently noted on the full extent of the existing fascia signs. The use of a natural palette of colours is thought to blend in with the use of existing colour. The design is therefore considered unlikely to result in an adverse impact to the character of the Conservation Area or the existing building.

(ii) Highway safety

- 7.4 The Highways Officer has not highlighted a cause for concern regarding the signs. The siting is set back from the highway and in a similar location to that of the existing signs. Subject to an illumination condition the proposed sign is not anticipated to result in an adverse impact on highway safety.

8 Conclusion

- 8.1 The proposed design and level of illumination is thought to be in keeping with the Emsworth Conservation Area and the existing building

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/00737 subject to the following conditions:

- 1 The development hereby permitted shall be begun before the expiration of 3 years from the date on which this planning permission was granted.
Reason: To comply with Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 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 1992
- 3 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 1992
- 4 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 1992.
- 5 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 1992.

- 6 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 1992.

- 7 No part of the fascia or projecting signs shall be illuminated other than as hereby permitted.

Reason: In the interests of the amenities of the area. .

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

Location plans received to the Council 25th July 2013

Block plan received to the Council 28th August 2013

Proposed elevations drawing number 104149/C received to the Council 28th August 2013

Photographs received to the Council 25th July 2013

Reason: - To ensure provision of a satisfactory development.