

Application No. APP/13/00382

Address: 26, High Street, Emsworth PO10 7AW

Comments

This C18 building is listed (grade II) and located within the conservation area. It forms part of a group of listed buildings, is of good architectural quality and contributes positively to the townscape of this important street. The application is for advert consent. I would have thought what is proposed falls under deemed consent. However, as the building is listed, LISTED BUILDING CONSENT is required. It does not appear that a listed building application has been made, and the applicant/agent appear oblivious to its listed status.

The application forms part of a national rebranding. We are fortunate that in Emsworth there is a mix of independent and multiple retailers. The shop signage is accordingly low key and generally of a high standard – simple sign written timber fascias. This building has a reasonably good and competent shopfront and fascia with the classic elements of cornice, console brackets, fascia etc.

The application is lacking in a section showing the current fascia and application/fixing for the diabond panel. Having looked at the current building and the context in which it is set, I advise the application be modified as follows.

Carefully remove existing fascia overlay. Make good original timber fascia and decorate. Apply individual fret cut aluminium letters finished satin blue and fixed flat back to the timber fascia. A similar scenario arose at the Sue Ryder premises in Grayshott – see following link.

<http://planningpublicaccess.easthants.gov.uk/online-applications/applicationDetails.do?activeTab=documents&keyVal= EHANT DCAPR 228468>

This was dealt with by the same Agent, so the requirements should not come as a surprise.

John Townsend
Conservation Consultant
24/05/13