

Havant Borough Council

The Town and Country Planning Act 1990

Consultation on Planning Application

From : Executive Head of Planning and Built Environment

To: FAO Conservation
Officer

DC Case Officer Mrs R McMurray Ext: 9244 6546

28/9.
Date: 25 September 2012

Application No. APP/12/00918

Site Address: New Look, 9 West Street, Havant

Proposed Development: Display of 3No. internally illuminated fascia signs and 1No. non-illuminated projecting sign.

I attach a copy of the above application that has been received under the Town and Country Planning Acts.

Any views you should wish to make should be returned to me together with the application papers no later than 09 October 2012.

C. D. Murray

Mr Chris Murray
Planning & Development Manager

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From: FAO Conservation Officer

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To: Development Services Manager

*Comments sent by
email*

Signed:

JMT

Date:

11/10/12

Application No. APP/12/00918

Address: New Look, 9 West Street, Havant.

Comments

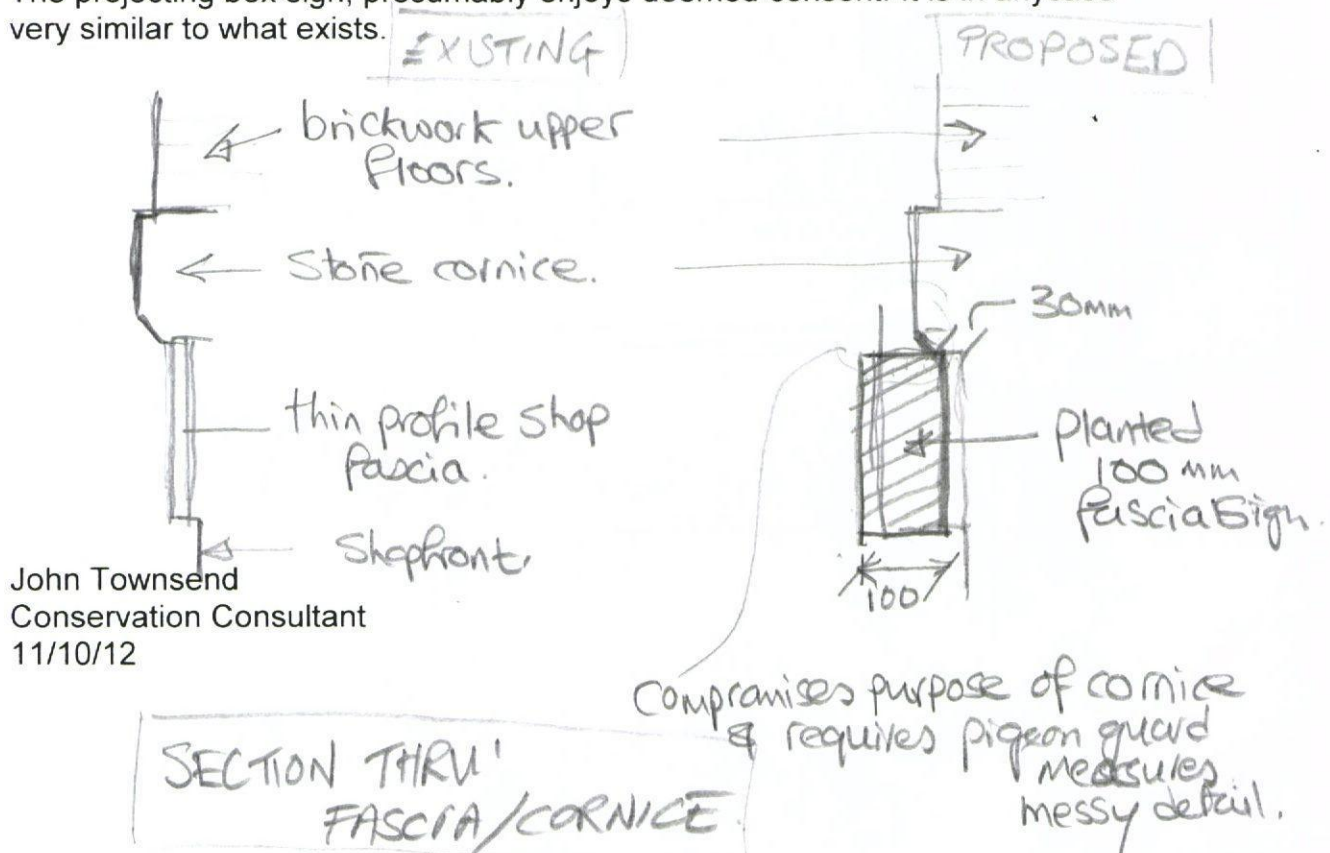
I commented on a previous resigning scheme for this property back in 2010 which was granted consent but not implemented. The primary difference is that all signs were previously non-illuminated. The current proposals provide for the illumination of the 3 no. fascia signs, and a slightly modified non-illuminated projecting box sign.

- There are a number of illuminated signs in the vicinity of this property so feel it would be unreasonable to withhold consent on a point of principle.
- Would normally look for lettering only to be illuminated. Here the back panel is illuminated and aluminium lettering applied.
- My concern with what is proposed is that it results in 150mm planted fascia box, which projects forward of the stone cornice and then requires anti pigeon spikes. This is a very messy detail on a well designed modern building.

This looks like a standard format sign. It is common for national companies to also have a "conservation" option up their sleeve. It is appropriate to challenge what is proposed to secure an improved design.

The use of florescent tube illumination is a very old detail and is often surpassed by LED allowing for a much slimmer box and tidier detail. Alternatively a thin back panel with external illumination would be an improvement on what is shown. There should be the opportunity to modify the design to provide a crisper more subtle detail. See sketch below.

The projecting box sign, presumably enjoys deemed consent. It is in anycase very similar to what exists.



John Townsend
Conservation Consultant
11/10/12