

APP/12/00325

42 HIGH STREET, EMSWORTH, PO10 7AW
NEW SHOP FRONT (REVISED APPLICATION).

PLANNING POLICY FRAMEWORK

NPPF para. 115; CS11, CS12, CS16, DM8, DM9: Havant Core Strategy 2011. Chichester Harbour AONB Management Plan 2004-2009: BD1: Appendix 3: Policies B3, B4.

CHICHESTER HARBOUR CONSERVANCY'S COMMENTS

Two previous applications are for a replacement shopfront (APP/11/00957) and illuminated fascia (APP/11/01015). The Conservancy had no objection to a replacement shopfront, but had the following comment for the replacement sign:

"We consider that the external and internal illumination proposed for the fascia sign is excessive and would ask that it be limited to external illumination only, which is more appropriate to the character of the Conservation Area and AONB."

The current application includes plans for both the replacement shopfront and for the new fascia sign. During pre-application discussions, the applicant received the opinion from the Borough Council's planning officer that a 600mm high fascia would be too large, and that it should be retained at 400mm as this would be more proportional to the building and other shops in the vicinity. One submitted plan has the fascia indicated, showing it at 600mm high, and the other plan does not show it. We agree with the planning officer's opinion that the fascia should remain at 400mm.

Also, the plans show two slightly different dimensions for the shopfront. The stallriser below the plate glass windows is indicated at 320mm or 300mm high (depending on the plan), which is similar to other shopfronts in the area. The proposed glass panels, while being bigger than the existing glazed area, would be vertically subdivided in a more traditional style than the present shop front.

We remain concerned however, regarding the proposed fascia sign. We would like to repeat our comments from the previous application and ask that the sign be illuminated externally, as it is more appropriate to the character of the Conservation Area and AONB. We are also concerned about the bright colours proposed by the applicant, especially if the sign is internally illuminated (the plans indicate a red background and bright yellow lettering lit from behind). On this basis, we have no option but to object to the application on the grounds that the fascia sign, due to its height, colours and method of illumination would detract from the character of the building, the Conservation Area and the AONB.

DATE CONSIDERED

25/05/12

CONSIDERED BY

Chichester Harbour Conservancy Committees under delegated powers.

RECOMMENDATION

The Local Planning Authority is advised that the Conservancy recommends refusal of this application.