



Havant

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Mrs C Jim
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Our Ref: GEN/11/00238
Direct Line: (023)9244 6546
Ask For: Mr J Townsend / Mrs R McMurray
Email: john.townsend@havant.gov.uk

31 October 2011

Dear Mrs Jim,

Site Address: 42 High Street, Emsworth, PO10 7AW

Proposed Development: Replacement shop front and signage following the withdrawal of Planning Applications APP/11/00957 and APP/11/01015.

I am writing following our meeting on 28/10/11 to try and clarify the situation concerning the replacement shopfront and sign. This should provide you with the information you need to determine how to proceed. I am including some illustrative sketches to assist you with this. It should also assist with any dialogue you have with a sign manufacturer or shop front designer.

The key points we covered are as follows:-

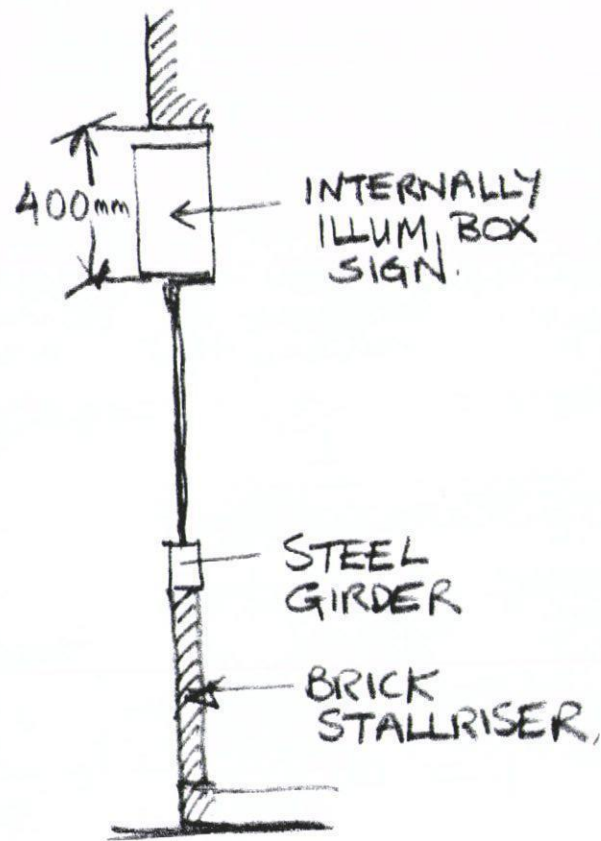
1. The property is located within the Emsworth Conservation Area. The current shopfront and sign are out of keeping with the building and area. Your desire to change the sign and shopfront provides a welcome opportunity to improve the situation, both for your business and the broader townscape within which it is set. With some compromise both will benefit.
2. I would suggest the sign and shopfront are updated. It is your choice. Either way the two need to be considered together.
3. **Sign.** The depth of the present internally illuminated box is 400mm. This is proportional to the building, shopfront and other shops in the vicinity. I can not support increasing its depth to 600mm. However, there are a number of choices in the way the current sign can be adapted / improved. These are:-
 - a. Remove the existing unit completely. Replace with a new sign and fascia set flush or slightly recessed to the adjacent masonry. Fascia material preferably painted timber with applied lettering, but alternatives such as aluminium with matt finish can be considered. External illumination using continuous pelmet light of the form illustrated on dwg.no NC001. No other form of illumination.
 - b. Remove existing unit completely. Replace with new sign with fascia set flush or slightly recessed to the adjacent masonry. Aluminium fascia (matt finish) with fret cut lettering 'New China' only back lit. No other form of illumination.
 - c. Refurbish existing internally illuminated sign. Replace front perspex panel with aluminium design as per b. above. This is the least satisfactory of the solutions but may address your concerns over cost.
4. **Shopfront.** Subject to modifying the fascia to accord with the current depth of 400mm, the approach to the design of the shopfront with a larger area of plate glass sub-divided vertically with a 300mm brick stall riser is broadly acceptable. If the application is to be progressed to application stage, the drawings will need to be embellished to include a full elevation of the building so that the shopfront is seen in context. Likewise details of the

42, HIGH STREET, EMSWORTH

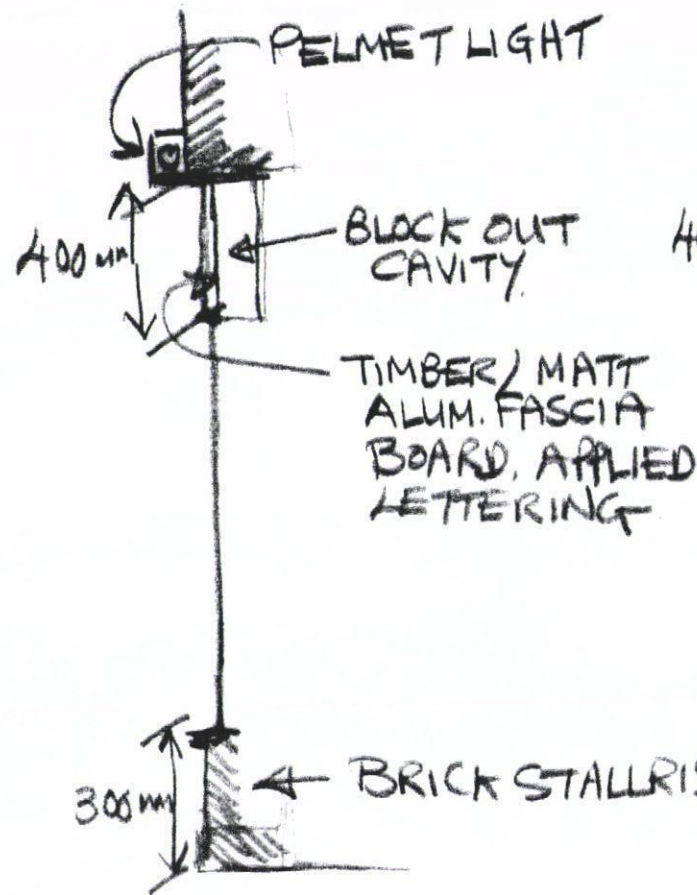
DRAWING 2 FROM CONSERVATION OFFICE
FOR ADVICE TO APPLICANT

Illustration to show possible solutions for amendment to existing fascia.

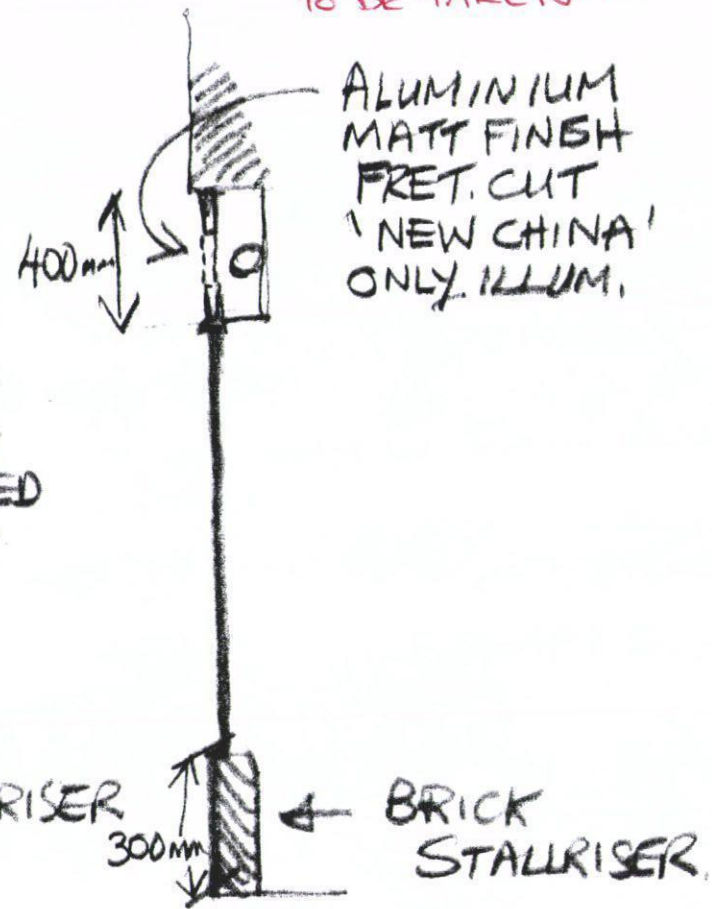
OPTION 2
TO BE TAKEN.



EXISTING.



OPTION 1
SUBTLE EXT. ILLUM
IN FORM OF CONT.
PELMET



OPTION 2.
INT. ILLUM
'NEW CHINA'
LETTERS ONLY.

NTS BT
28/10/11

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DRAWING 1 FROM CONSERVATION OFFICE
FOR ADVICE TO APPLICANT

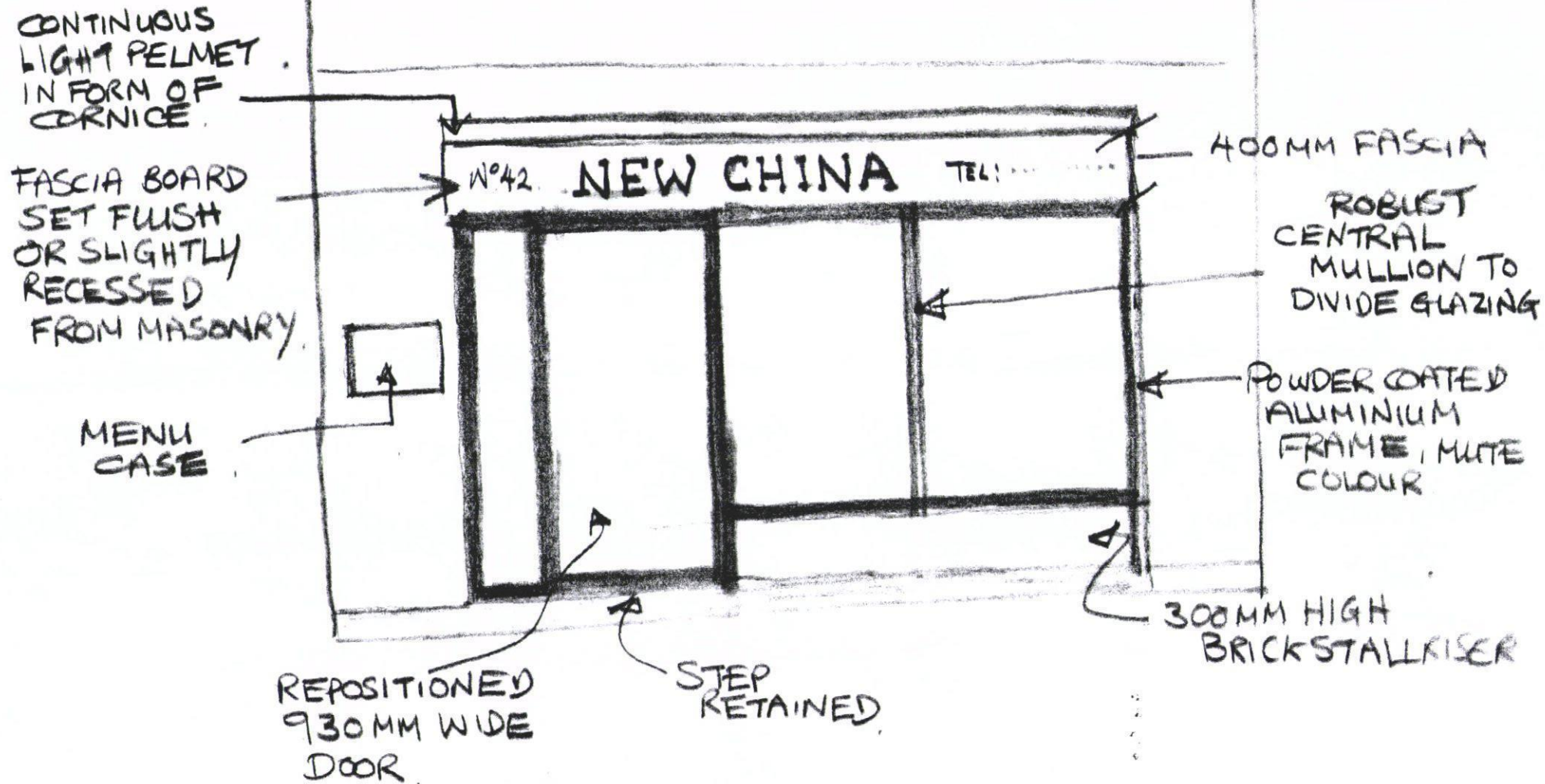


Illustration to show form of new shopfront & fascia sign

NTS
JT
DRA/111