

Heritage Statement

Heritage Statement for 28B High Street, Emsworth, PO10 7AW

Site Context and Significance

28B High Street is located within the Emsworth Conservation Area, a designated heritage zone recognised for its historic coastal village character, traditional architecture, and commercial streetscape. The property forms part of a late 19th or early 20th-century terrace of commercial units, characterised by uniform building lines, rendered façades, and traditional shopfronts. While the building itself is not listed, it contributes positively to the conservation area's character and appearance.

Proposal Summary

The proposal is to replace the existing fascia signage with new non-illuminated signage for the Sue Ryder charity shop, as detailed in the attached design specifications (Astra Signs Ltd, Drawing Ref: XJ92765, Revision 03). The proposed signage consists of a 3mm ACM folded tray panel with 30mm returns and a 20mm upstand, finished in a digitally printed vinyl with a matt laminate in Pantone 299c and white lettering. The overall size is 4200mm x 420mm, installed at 2760mm above ground level.

Impact on Heritage Asset

The proposed signage retains the traditional fascia location and scale, ensuring it sits comfortably within the existing shopfront. Its design is modern yet understated, using non-reflective materials and restrained corporate colours in keeping with the broader visual language of the High Street. The non-illuminated nature of the sign further reduces its visual impact, aligning with conservation principles that encourage minimal intervention.

The change respects the historic character of the building and the surrounding area. No alterations are proposed to the building fabric or original architectural features. By maintaining the existing proportions and alignment of the sign within the shopfront, the proposal preserves the visual rhythm of the terrace and contributes to the continued viability of the High Street.

Conclusion

This proposal is sympathetic to the conservation area and represents a modest, reversible change that

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supports the ongoing commercial use of the premises without compromising its heritage significance. The new signage maintains the visual harmony of the streetscape and complies with planning policy requirements for development within conservation areas.