

DELEGATED OFFICER REPORT

PROPOSAL	Erection of illuminated and non-illuminated signs to the exterior of the building. Sign A - 1No new gable board with applied letters. Sign B - 1No new double sided pictorial with new linolites. Sign C - 1No new chalkboard sign. Sign D - 2No new amenity boards. Sign E - 1No new set of individual letters. Sign F - 1No new gable board. Sign G - 6No new LED floodlights. Sign H - 3No new lanterns. Sign I – 1No gable board with applied letters.
LOCATION:	35 Queen Street, Emsworth, PO10 7BJ
REFERENCE NO:	APP/25/00354
APPLICANT:	Admiral Taverns
APPLICATION TYPE:	Consent to display an advertisement
CONSULTATION EXPIRY DATE:	
APPLICATION EXPIRY DATE:	30/05/2025
WARD:	Emsworth
SUMMARY RECOMMENDATION:	Approve with Conditions

1. Site Description

1.1 The Lord Raglan is a Grade II Listed building, being a 2-storey public house dating back to the early C19th. The Listing Entry states:

"Public House. Early C19. Flint and brick, with a tile roof. Symmetrical front (north) of 2 storeys, 3 windows (widely-spaced with doors between). Hipped roof, brick dentil eaves. Flint walling with yellow brick dressings; quoins, flat rubbed arches to the 1st floor, cambered rubbed ground floor openings, including 2 with radiating fluted spandrels, plinth. Sashes in reveals, of 3-lights to the west side ground floor, casement to the east side, and casements to a central bow. 2 later ½-glazed doors. Simpler east elevation of 2 upper and 2 lower windows, with a 6-panelled (2 top-glazed) central door within a segmental arched recess."

1.2 It is located on the south side of Queen Street, just outside the identified Emsworth District Centre. The site also lies within the Emsworth Conservation Area and Chichester Harbour National Landscape (formerly AONB) - the beer garden of the public house backs onto the harbour itself, which at this point comprises the Slipper Mill Pond. There are therefore views of the rear of the pub from the Slipper Mill Pond and beyond.

1.3 The existing signage on the pub has a black background with gold lettering, in the theme of the former "Fullers" brewery, and includes 2 square fascia signs and a hanging sign, as well as other smaller signs. The pub has been taken over and the current application proposes new re-branded signage.

1.4 The site lies between more modern housing and opposite commercial uses, in a mixed area with street lights.

2. Planning History

93/51226/002 - Retrospective Listed Building application for removal of 3 internal partitions to Public and Saloon Bars, PERM,10/03/1994
03/51226/003 - To remove the six lower limbs and reduce radius by 1m on the eastern sector and balance the crown of a Sycamore tree within the Emsworth Conservation area., RNO,04/06/2003
05/51226/004 - Notification of intention to fell Sycamore tree within the Emsworth Conservation Area., RNO,11/11/2005
06/51226/005 - Erection of small restriction sign on north elevation., PERM,27/10/2006
07/51226/006 - Erection of new parasol to existing rear paved area., PERM,27/03/2007
07/51226/007 - Listed Building Consent for the erection of new parasol to existing rear paved area., PERM,27/03/2007
09/51226/008 - Display of 6No. floodlights, stone panel with cartouche, stone panel with letters, brass panel, wall mounted pictorial sign, plaque, window vinyls, lantern and cartouche., PERM,28/08/2009
09/51226/009 - Listed Building Consent for display of 6No. floodlights, stone panel with cartouche, stone panel with letters, brass panel, wall mounted pictorial sign, plaque, window vinyls, lantern, cartouche, and repainting of building exterior., PERM,28/08/2009
09/51226/010 - Discharge of Condition No. 2 & 3 of Planning Permission 09/51226/009., PERM,01/12/2009
APP/10/00167 - Listed Building Consent for the removal of ground floor chimney stack and wall., WD,22/07/2010
APP/10/00445 - Removal of residual chimney stack at ground floor level, together with a small section of wall , PERM,12/10/2010
APP/17/00077 - Crown reduce by 2m 1No. Sycamore, within Conservation Area of Emsworth. , RNO,16/02/2017
APP/19/00899 - Construction of 215mm (depth) brick wall against the existing west elevation of the Lord Raglan Public House., PERM,15/11/2019
APP/19/00900 - Listed Building application for construction of 215mm (depth) brick wall against the existing west elevation of the Lord Raglan Public House. , PERM,15/11/2019
APP/22/01201 - Listed Building Consent for replacement of 4No. externally illuminated signs, 1No. replacement wall plaque to rear curtilage wall and an A board to front. External rendering/painting of existing building with replacement lighting fixtures to building., WD,29/06/2023
APP/22/01212 - Replacement of 4No. externally illuminated signs, 1No. replacement wall plaque to rear curtilage wall and an A board to front. Replacement lighting fixtures to building., WD,29/06/2023
APP/25/00098 - Proposed installation of rear emergency escape staircase over existing flat roof; and replacement of lean-to conservatory with pergola., PERM,12/05/2025
APP/25/00099 - Listed Building Consent for installation of rear emergency escape staircase over existing flat roof and associated repair of parapet in brickwork; first floor internal alterations; replacement of lean-to conservatory with pergola; re-roof part of rear facing single storey roof slope; repair to windows, including replacement of 3 windows; and repair works, PERM,12/05/2025
APP/25/00399 – Retention of pergola in pub garden Perm 27/08/25

3. Proposal

- 3.1 Erection of illuminated and non-illuminated signs to the exterior of the building. Sign A - 1No new gable board with applied letters. Sign B - 1No new double sided pictorial with new linolites. Sign C - 1No new chalkboard sign. Sign D - 2No new amenity boards. Sign E - 1No new set of individual letters. Sign F - 1No new gable board. Sign G - 6No new LED floodlights. Sign H - 3No new lanterns. Sign I – 1No gable board with applied letters.
- 3.2 During the course of determining this application the size of sign F has been reduced, the number of floodlights at eaves height reduced, one additional lantern added above the western most entrance door; and the replacement sign for the outside of the pub wall facing the Slipper Mill Pond added to the scheme.

4. Policy Considerations

In accordance with Section 38 (6) of the Planning and Compulsory Purchase Act 2004, this decision has been taken having regard to the policies and proposals in the National Planning Policy Framework, the Development Plan, and all other material planning considerations identified in the Planning Considerations section of the report.

Planning Practice Guidance on Advertisements
The Town and Country Planning (Control of Advertisements) Regulations 2007

Chichester Harbour Management Plan 2024-2025
Havant Borough Council and Chichester District Council Joint SPD - Chichester Harbour Area of Outstanding Natural Beauty

Havant Borough Local Plan (Core Strategy) March 2011
CS11 – Protecting and Enhancing the Special Environment and Heritage of Havant Borough
CS12 – Chichester Harbour AONB
CS16 – High Quality Design

Havant Borough Local Plan (Allocations) July 2014
DM20 – Historic Assets
DM21 – Shopfronts, Signs, Security Shutters and Advertisements

Emsworth Neighbourhood Plan Post Examination Version 2020
H1 – Design & Heritage
D4 – Design of Public Spaces & External Areas
D7 – Mitigate Light Pollution

Listed Building Grade: II
Conservation Area: Emsworth Conservation Area

5. Statutory and Non Statutory Consultations

Conservation Officer – *on original submission*
See file for full comments & policy background
Assessment

The proposed signage is seeking to update the existing signage on the building which has been in situ for some time. On the east facing elevation, the existing sign will be removed and replaced with individual lettering 'The Lord Raglan'. An information board will also be replaced on this elevation but placed lower down which is a better position. With regards to the new floodlights, this will replace one existing floodlight in this location. There is a lack of detailing regarding these 7no. new floodlights, in terms of where they will be positioned on this elevation, and this requires further clarification.

On the front facing (north elevation), the building is arranged in two sections with 2no. entrance doors. The eastern end features an advertisement board at FF level. It is proposed to increase the size of this board (Sign F) and also include an additional flood light. However, there is concern that this increased size of board would appear overly large in comparison to the windows / doors on the other section of the building and as a result looks unbalanced. This would result in harm to architectural composition of the listed building.

With regards to other section of building the existing sign at first floor is also proposed to be enlarged, however, given the existing spacing of the first-floor windows, this would be proportional and centralised to the existing windows / door on this section of the building and would therefore not result in the same visual harm as Sign F.

It is also proposed to add 2no. further advertisement signs at GF however, these are proportional to the existing fenestration. These will also include 2no. new heritage style lanterns which are in keeping with the character of the building.

Whilst the majority of the signage proposed within the application is considered to be acceptable, in that it would not result in harm to the listed building, nor the Emsworth Conservation Area, Sign F and the additional floodlight to facilitate the larger sign, is considered to result in less than substantial harm to the listed building and the conservation area. If Sign F can be reduced back to the existing size and the additional floodlight removed, the heritage concern would be addressed.

The application as submitted, fails to meet the tests set out in S16, S66 and S72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 ("1990 Act"), along with the relevant policies in the NPPF and Local Plan.

Conclusion

OBJECTION

Conservation Officer – *on amended submission*

I am of the view that these amendments overcome the concerns raised and the applications can now be supported from a heritage perspective. The proposal would now not result in harm to the Emsworth Conservation Area, nor the Grade II listed building and would now meet the tests set out in S16, S66 and S72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 ("1990 Act"), along with the relevant policies in the NPPF and Local Plan.

Chichester Harbour Conservancy

Recommendation – Split decision on signage – Sign 'F' (and its related two downlighters 'G') – object – poorly sized/positioned on the Listed Building.

Downlighter 'G' at eastern end of the street elevation – would appear superfluous, albeit it is accepted there is one in position here already, mirroring another at the other end of the street elevation)

Signs 'A', 'B', 'C', 'D', 'E', other downlighters 'G', not referred to above and 'H' - No objection, subject to the following additional conditions being attached to the Express Advertisement Consent –

- the appearance of the floodlights being agreed before they are installed; and,
- the amount of illumination being limited to 17.5 candelas/m² on floodlights, 25 candelas/m² for the lanterns and 30 candelas/m² on the projecting/hanging sign faces.

No objection to the specified external redecoration RAL colours

Hampshire Highways

Proposed Signs

Based on the information provided within the 'Sign Details' submitted document, signs A, and C – F are non-illuminated. Each of these signs is positioned flush to the frontage. All are similar replacements of existing signage, with the exception of C and D which are small non-illuminated signs located either side of the main door, flush to the frontispiece.

The Highway Authority would not deem there to be any impact on highway safety from the proposed signs A, and C through F.

Illuminated Signs and Lighting Elements

Sign B is a replacement hanging board, to be illuminated by a linolite strips affixed to the bracket each side of the sign itself. The application states that the illuminance levels of these would be 200 cd/sqm. No technical information has been provided to confirm this.

Lighting element H is a proposed 2no. new lanterns to be situated above the main entrance. No technical information has been given, however the Application Form states that the illuminance of these is 200 cd/sqm.

Element G is a proposed 7no. new floodlights to be located at the roofline of the property. The technical information given within the 'Sign Details' document state that these floodlights are 30 watts a piece, and generate 100 lumens per watt. This implies the output of these lights is 3000 lumens, which is higher than the acceptable maximum luminance of 600 candela per square metres.

Lights should be aimed towards the building face, not towards the highway, and should not exceed 600 candela per square metres. Both the direction and luminance will be conditioned.

Recommendation

In light of the above, the Highway Authority recommends no objection, subject to the below condition:

LUMINANCE The illumination of the consented sign(s) and lighting elements shall be no greater than 600 candela per square metres and should be aimed at the building front, to ensure no light source shall be visible from the highway.

Reason: In the interests of highway safety

6. Publicity and Community Involvement

This application was publicised in accordance with the Council's Local Code of Corporate Governance and the Statement of Community Involvement.

Number of Site Notices: 1

Public comments - Number of representations received: 1

The number and size of some of the proposed signs pay little or no respect to the character or status of the building. Some signs appear oversized and too many floodlights.

7 Planning Considerations

7.1 Applications for the display of advertisements can only be considered in relation to the interests of amenity and public safety, having regard to the development plan and any material considerations. It is also noteworthy that the actual content and colour of the sign is not a material consideration.

7.2 However being a Listed Building in a Conservation Area then Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 are also relevant to the determination of this application requiring special regard to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest, as well as the desirability of preserving or enhancing the character or appearance of a conservation area.

(i) Impact on Amenity

7.3 The Planning Practice Guidance indicates that 'visual' and 'aural' amenity should be taken into account. Policy DM21 requires signs to be appropriate in size, scale and design to the character of the building and surroundings, including conservation areas, heritage assets and the AONB, and not result in a cluttered appearance. In this case there would be no aural sound from any of the proposed signs, and the PPG indicates that it is the visual effect on the immediate neighbourhood where passers-by will be aware of the advertisement that should be taken into account.

7.4 In this instance the site is a Listed Building, in a Conservation Area and also in the National Landscape (formerly AONB) and the proposed signage has been considered in the context of these features. (In addition, separate Listed Building Consent considers the impact on these heritage assets). As originally proposed sign F on the front elevation with 2 lights above was considered over-large, out of proportion and balance, having a harmful effect on the Listed Building, Conservation Area and street scene generally. Amended plans have reduced the size and scale of sign F, and removed one of the lights, such that it is now considered to be less dominant and more appropriate and in keeping with the scale of the spacings on the front elevation.

7.5 Compared to the existing signage, there are additional small noticeboard sized signs proposed for adjacent the main entrance door, but they are relatively small and not inappropriately sited or considered to result in visual clutter. On the east side elevation, the existing two signs and one light are being replaced with larger individual letters at first floor with 2 lights, and a smaller board at ground floor level. These would sit well on the rendered side elevation and remove the unbalanced odd height of the existing sign. Since the side also functions as an entrance into the pub, then the slightly enlarged signage with increased illumination is not considered inappropriate.

7.6 Sign I on the outside of the rear boundary wall facing the Mill Pond is a like for like replacement and non-illuminated. Whilst visible from the wider views within the National Landscape, it is set low down and not overly prominent. It's change would have a neutral impact on the wider landscape.

7.7 The Conservation Officer has raised no objection to the amended proposal which is now considered to be appropriate in scale to both the host Listed Building and the

setting of the site within the Conservation Area and National Landscape. Overall, it is considered that the amended signage and lighting would not result in any visual harm to amenity, or result in visual clutter, and would be appropriate to this street lit urban frontage site. Therefore, the proposal would not have a significant or negative impact upon the visual amenity or character of the application property or area, and the proposal is considered to comply with the requirements of policy DM21 of the HBLP (Allocations) and the guidance in the PPG.

(ii) Impact on Public Safety

- 7.8 Regulation 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007, provides some guidance on what factors are relevant to public safety considerations, which includes all considerations relevant to the safe use and operation of any form of traffic or transport on land (including pedestrians), over water or in the air.
- 7.9 In this instance the replacement signs would not obstruct or hinder any road sign, nor be considered a distraction to drivers.
- 7.10 Hampshire County Council as Highway Authority have not raised any objection in principle but do request that the lighting is conditioned to a maximum of 600 cd/sqm with the lighting directed at the building, not the highway. With this condition it is considered that the proposed signage and lighting would have no adverse impact on public safety.

(iii) Impact upon Listed Building, Conservation Area and National Landscape (formerly AONB)

- 7.11 The significance of the Listed Building has been set out in the List Entry in section 1 of this report. As considered above in section (i), the amended details are considered to be of an appropriate size, scale and siting for the Listed Building and would not result in any visual clutter or harm to the character of the building or area. Therefore, the amended proposal is considered to preserve the listed building and its setting, and from the associated redecoration and investment in the site would visually enhance the character and appearance of the conservation area, in accordance with Section 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

8 Conclusions

- 8.1 The amended signage is considered to be appropriate in scale and appearance to this sensitive site on a Listed Building in a Conservation Area and the National Landscape and would not result in any visual harm to amenity or adverse impact on public safety. It is therefore recommended for advertisement consent with 2 conditions in addition to the standard advert conditions.
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9. RECOMMENDATION:

That the Executive Head of Place be authorised to Approve with Conditions for application APP/25/00354

Additional Conditions:

1. The intensity of illumination of each individual hereby consented lighting element shall not exceed 600 candelas per m2 and should be aimed at the building front, to ensure no light source over spills to the highway.

Reason: In the interests of highway safety and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) and the National Planning Policy Framework.

2. The development hereby permitted shall be carried out in accordance with the following approved plans:

Planning Statement

1:1250 Location Plan

Amended Existing and Proposed Elevations V5 as amended 15 August 2025

Amended Proposed Signage Details V5 as Amended 15 August 2025

Amended Proposed Elevation Photos V5 as Amended 15 August 2025

Reason: - To ensure provision of a satisfactory development.

Informatives:

1. In accordance with paragraphs 38-50 of the NPPF Havant Borough Council (HBC) takes a positive and proactive approach and works with applicants/agents on development proposals in a manner focused on solutions by:
Offering a pre-application advice service, and
Updating you of any issues that may arise in the processing of your application and where possible suggesting solutions, and,

In this instance:

You were updated about issues after the initial site visit, amended details required and submitted, making your proposal acceptable.