

DELEGATED OFFICER REPORT

Site Address:	10B North Street, Emsworth, PO10 7DD		
Proposal:	Advertising consent application for the display of temporary wall banners (relating to Emsworth Arts Trail and Emsworth Artist Summer Exhibition).		
Application Type:	Advertisement		
Application No:	APP/25/00529	Expiry Date:	01 September 2025
Applicant:	Mr Davies Emsworth Maritime and Historical Trust		
Agent:	N/A	Case Officer:	Denise Sheath
Ward:	Emsworth		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The museum building is included within the Local List and noted as being 'Previously Warblington Council Chamber - Attractive example of turn of the century civic architecture, prominently sited in North Street'. It is a detached building located on the west side of North Street, having a vehicular access to a public car park and buildings to the rear, located immediately to the south of its south elevation. The south elevation of the building includes stone quoin detailing on the corner, a central chimney breast, with the rear section having the entrance door and two first floor windows.

2 Planning History

APP/14/00881 - Display of 1No. non-illuminated wall mounted sign. Permit - 21/10/2014

APP/23/00691 - Display of 3No. non-illuminated fascia signs and 1x non-illuminated projecting hanging sign. – Permit – 06 November 2025

3 Proposal

Advertising consent application for the display of temporary wall banners (relating to Emsworth Arts Trail and Emsworth Artist Summer Exhibition).

4 Policy Considerations

National Planning Policy Framework
The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

CS11 (Protecting and Enhancing the Special Environment and Heritage of Havant Borough)

CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

DM20 (Historic Assets)

AL1 (Presumption in Favour of Sustainable Development)

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Emsworth Neighbourhood Plan Post Examination Version 2020

ENP_H2 (Buildings of Local Historic Interest)

ENP_D1 (General Design Policy)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Hampshire Fire & Rescue:

The proposed project appears to involve a planning application deemed to present a low to medium level of risk.

See standard advice

Hampshire Highways Authority

Thank you for your consultation on the above planning application. The Highway Authority would make the following comments.

The application seeks planning permission for several advertisements pertaining to Emsworth Museum. The Museum is located on North Street in Emsworth, a classified B-Road. It is located north of the access for a public car park, with a doctor's surgery vehicle crossover, access and walled car park bordering the other side to the south of the public car park access. Both of these car parks are likely to be in regular use.

The banner and signs proposed for the frontage of Emsworth museum are not proposed to be illuminated, and their maximum projection from the frontage is given as 50mm. The Highway Authority are satisfied that these signs will not be detrimental to the safety of the highway and have no further comment.

The proposed feather flag would be in place on the furthest radial point of the corner of the wall bordering the northern edge of the doctor's surgery car park. The bracket proposed is rotational, and the flag is 4.7m high and 0.75m across.

The feather flag would obstruct the visibility splays and the pedestrian intervisibility splays of vehicles leaving the doctor's surgery car park or vehicles leaving the public car park. The flag would also whilst attached to a private asset would over sail the highway. Given the impact on the visibility splays and obstruction of the working width of the footway the proposed location of the flag is not considered to be acceptable.

In principle the Highway Authority would have no objection to this application, should the plans be amended to relocate the feather flag to fall outside the highway.

Recommendation

Amendments are required to the application before it could be considered acceptable to the Highway Authority. If the Planning Authority are minded to determine the application without the required amendments please do not hesitate to contact me for our recommendation on the determination

Hampshire Highways Authority – Final Comments

Thank you for the opportunity to comment on the revised signage proposals for the above application. It is noted that the proposals for the flag style signage have been removed from the application, therefore as per our previous response the Highway Authority have no objection to the proposed temporary signage provision to be located on the building.

Heritage Team

I am responding to the above application. It is not within the Emsworth CA but does involve a locally listed building. However, due to the nature of the proposed temporary signage and the location of the permanent sign, I am satisfied that no harm would arise to the locally listed building. Therefore, no objection is raised on heritage grounds.

6 Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: Enter No of Neighbours notified

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Visual amenity
- (ii) Highway safety
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 The Proposed development would involve the display of temporary Vinyl wall banners (relating to Emsworth Arts Trail and Emsworth Artist Summer Exhibition) to the Southern elevation of the building.

The advertisements will be displayed in accordance with the following schedule:

a. Emsworth Arts Trail Banner:

- 1. The vinyl banner will be erected at the end of the first week in April; being removed on the Tuesday following the first May Bank holiday Monday.

b. Emsworth Artists Summer Exhibition

- 1. The Vinyl banner will be erected during the second weekend in August; and subsequently removed on the Thursday following the August Bank Holiday Monday.

The Heritage Team have been consulted on the application due to the building being a 'Building of Local Interest'. The Heritage Officer has raised no objection stating that due to the nature of the proposed temporary signage it is considered that no harm would arise to the locally listed building.

- 7.3 It is therefore considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of Policy CS11 of the Havant Borough Local Plan (Core Strategy) 2011, Policies DM20 and DM21 of the HBLP (Allocations) and Policies D1 and H2 of the Emsworth Neighbourhood Plan.

(ii) Highway safety

- 7.4 The banner and signs proposed for the frontage of Emsworth museum are not proposed to be illuminated, and their maximum projection from the frontage is given as 50mm. The Highway Authority are satisfied that these signs will not be detrimental to the safety of the highway and raise no objection.

(iii) Effect on residential amenity

- 7.5 The proposed sign would be of modest scale, and would be located at a sufficient distance from the nearest residential properties. Consequently, the proposal is considered to be acceptable within context of the neighbouring area and would not result in a harmful impact on residential amenity meeting the requirements of Policy CS16 of Havant Borough Local Plan Core Strategy (2011). It is noted no letters of objection were received with respect to the scheme.

8. Conclusion

- 8.1 The proposed signage is considered to be acceptable and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Development Manager be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/25/00529 subject to the following conditions

Standard Conditions:

- (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- (b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- (d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- (e) Where an advertisement is required under these Regulations to be removed, the site

shall be left in a condition that does not endanger the public or impair visual amenity.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007

Condition 2

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

Location Plan
Planning Statement – Received 17 September 2025
Proposed Block Plan – Received 17 September 2025
Elevation (Front) Proposed
Photomontage of Proposed Banner Installation

Reason: - To ensure provision of a satisfactory development.

Informative:

In accordance with paragraphs 39-51 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:

1. Offering a pre-application advice service, and
2. Updating you of any issues that may arise in the processing of your application and where possible suggesting solutions, and,

In this instance:

3. You sought and were provided with pre-application advice,
4. You were updated about issues after the initial site visit,
5. Your application was acceptable following receipt of amended information and plans, and no further assistance was required.