



TOWN PLANNING &
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My Ref: SRL.051.15

Planning and Development
Civic Plaza
Civic Centre Road
Havant
Hants
PO9 2AX

8 March 2016

Dear Sir/Madam

**SUBJECT – 4 HAVANT ROAD EMSWORTH: APPLICATION FOR EXPRESS
ADVERTISEMENT CONSENT AND LISTED BUILDING CONSENT FOR 2 No. ,
NON-ILLUMINATED BOARD SIGNS**

This letter supports my client's applications at the above address and also constitutes a Heritage Statement.

My client operates a dental practice from the premises and wishes to display two advertisements to attract custom, having recently relocated his practice to this address. Offering medical services, it is important for his existing and new customers to quickly identify and find his premises.

1.0 Site location and description

- 1.1 These are detached, Grade II Listed premises, located on the south side of Havant Road, at its junction with Warblington Road in the settlement of Emsworth. The premises do not address either street, but instead present blank, rendered/painted walls to the north and east. A hipped, slate roof tops these walls. The junctions with Bath Road and Bridge Road are also close to the site. Historic England's listing description is attached as Appendix A to this statement.
- 1.2 The site is within, but at the very edge of the Emsworth Conservation Area and is close to, but is not within the Chichester Harbour Area of Outstanding Natural Beauty, whose boundary stops at Bath Road some 25m to the east of the site.
- 1.3 Emsworth Road is a heavily trafficked highway and part of the A259. The site enjoys vehicular access to the street and a small courtyard provides for some limited car and bicycle parking as well as pedestrian access to the dental practice. This entrance is flanked by two separate means of enclosure. To the left (east) is a flint wall, topped by curved brick coping. To the right (west)



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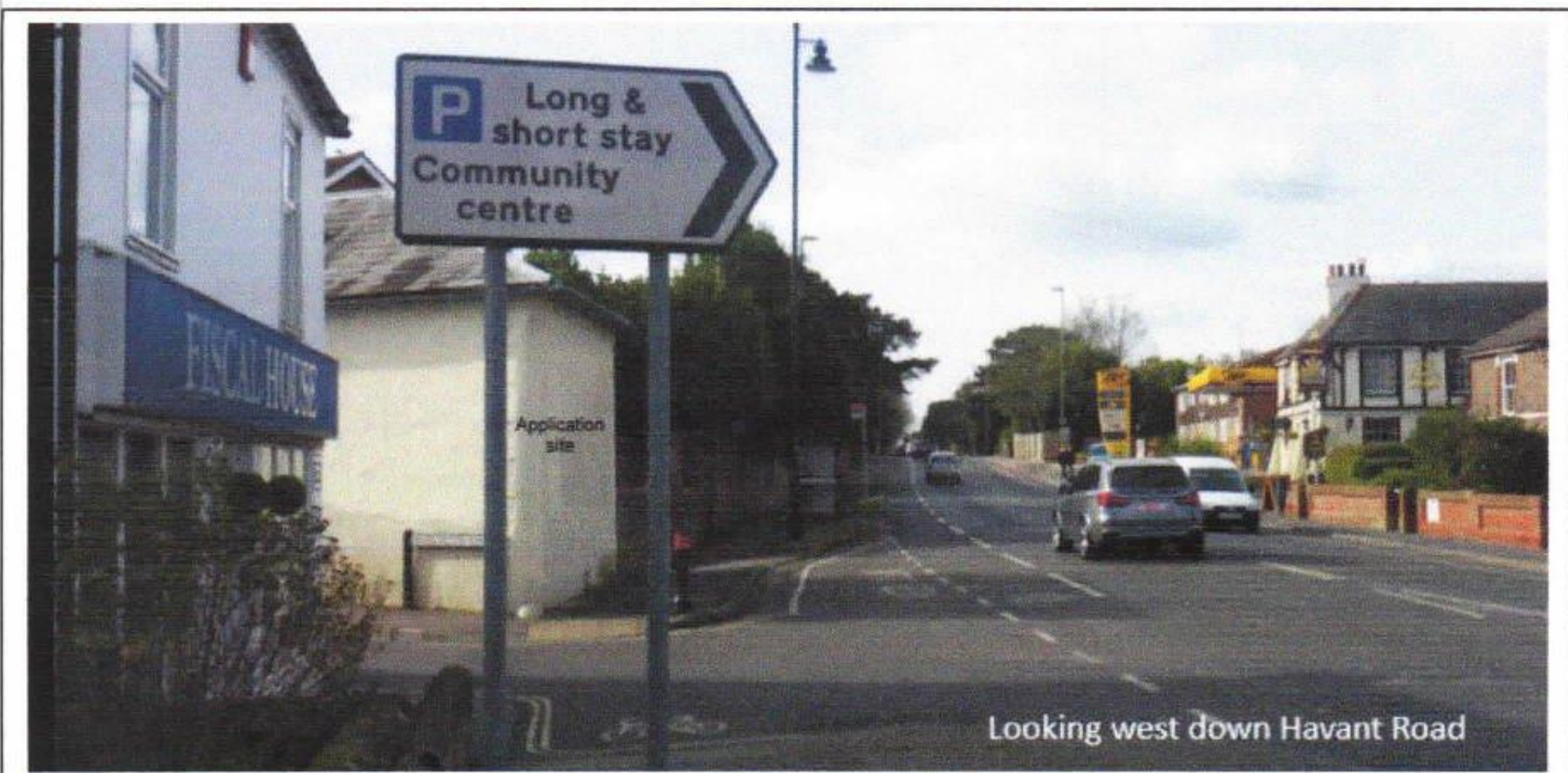
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is a red brick wall/piers with close-boarded timber fence infill panels between the piers.

- 1.4 To the east of the site are offices offering tax advice, which have a simple, non-illuminated, painted fascia sign.



- 1.5 On the north side of the street close to the site is a public house and a petrol filling station. Both have illuminated advertising. Further west the character of the area is markedly more residential. Emsworth town centre is some way to the east, beyond a sunken millpond and other housing.



2.0 NPPF

- 2.1 The 4th bullet point to paragraph 17 and paragraphs 56-57 stress the importance of good design.
- 2.2 The 10th bullet point to paragraph 17 and Section 12 stress the importance of conserving heritage assets and their settings.

2.3 The 12th bullet point to paragraph 17 instructs local planning authorities to have regard to local strategies for improving health and well-being.

2.4 Paragraph 67 calls for the careful placement of new advertisements and advises local planning authorities that -

“Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority’s detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”.

3.0 NPPG

3.1 ID 18a offers national guidance on conserving and enhancing the historic environment. The applications premises are Listed and located in the Emsworth Conservation Area. Due regard has been had to supplementary planning guidance in formulating these proposals and is discussed below in Section 5. The signage proposed is considered proportionate to the size of the structures where they are to be displayed.

3.2 ID 18b offers national guidance on the control and consideration of advertisements.

3.3 Paragraph 26 sets out that local planning authorities can only assess such applications with regard to their impact on Amenity and public safety. Paragraph 79 sets out that consideration of amenity includes the visual amenity of an area which can encompass – *“...the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest”*.

3.4 Although located close to highway junctions, the proposed static and non-illuminated advertisements would be displayed parallel to the street and therefore not obstruct any sight-lines, not be distracting to drivers passing the site, nor exhibit any of the highway hazards set out in paragraph 68.

4.0 Development Plan

4.1 The following policies are considered to be relevant from the adopted Development Plan for the Borough of Havant –

CS11 – Protecting heritage

DM20 – Historic assets

CS16 – High quality Design

DM21 -signs... and advertisements

CS12 – Protecting (the setting of) the Chichester Harbour Area of Outstanding Natural Beauty

DM9 – Development in the coastal zone

- 4.2 With regard to CS11, CS16.1.a and DM20, the signage has been sensitively positioned the building in terms of Sign 1 and will appropriately enliven a blank wall fronting the street. This sign has been pulled in from the decorative quoins formed at end of the building and also pulled down from the eaves line, so those defining elements of the building are left to be read. The top of the sign will line through with pipework on the west facing elevation of the building. Sign 2 will fit neatly over the existing recessed close-boarded fencing panel between two brick piers.
- 4.3 It is therefore considered that the character and appearance of the Emsworth Conservation Area and integrity of the host Listed Building would be preserved from the signage proposed. Sign 1 would be carefully fixed to the building, such that should it need to be removed at a later date, it would be quite simple to infill screw anchor points, render over and redecorate to offer a uniform appearance to the elevation.
- 4.4 With regards to CS16 and DM21, the signage proposed is appropriately sized and has well designed and laid out graphics. High quality materials would be used to fabricate the signs. The proportions and positioning of sign 1 have been drawn from the size and height of the fascia signage at Fiscal House to the east, but also having regard to rising ground levels moving west. No harm to the visual amenities of the area is foreseen. The crisp appearance of the signage would not offer a cluttered appearance. The signage would appropriately improve the legibility of the building and direct custom to it, for what is, after all, an important community health amenity. The bottom of sign 1 will be a minimum of 2.1m above the footway and will not interfere with the safe passage of pedestrians past the site (DM21.3).
- 4.5 Although located within the 'coastal zone' shown on the proposals map to the development plan, none of the criteria of Policy DM9 are considered relevant, owing to the millpond to the east being sunken and no adverse townscape impact to the AONB's setting under CS12 is predicted either. The signage would not be visible from the AONB.
- 5.0 Supplementary Planning Guidance**
- 5.1 The **Borough Design Guide** (BDG - 2011), sets out that the application site is within Area 4 Emsworth/sub-area 3c (Havant Road and Warblington Road environs). No special mention is made of the application site and control of signage in the 'opportunities' section relates more to controlling signage at the harbour end of streets in this sub-area. It is clear that the BDG is more directed towards physical development and the interpretation of CS16, rather than new signage per se, but it is acknowledged that CS16.1.a does call for new proposals to be context driven and sensitive to special character areas in the Borough. It is asserted that the proposed signage is sensitive to the application site and the Emsworth Conservation Area.
- 5.2 The Emsworth Conservation Area was designated in 1970 and the application premises became Listed in 1984. The premises were not Listed when the Conservation Area was designated.
- 5.3 Paragraph 2.2 of the council's 2010 **Conservation Area Character Appraisal** (CACA) notes that on entering Emsworth from the west, the first marker is the millpond. No specific mention is made of the application site, which is character sub-area B (Town Mill Pond), nor considered to be a

'significant' Listed building in the Conservation Area, as it does not feature in paragraph 3.17, although the need to conserve is acknowledged under paragraph 3.16. The vernacular materials of the application premises are further noted in paragraphs 3.19-3.20. The last bullet point of paragraph 4.2 signals the council's desire to carefully consider new advertisements in the Conservation Area, but no specific guidance is offered. The related March 2010 Management Plan for the Conservation Area does not offer any more guidance either, beyond reference to applications needing to be considered against the Emsworth Design Statement in point 3 (vi).

5.4 The **Emsworth Design Statement** (EDS) was adopted by the council in 2008 and forms a material planning consideration in the assessment of the new signage being proposed.

5.5 Under the built environment heading on page 15, Design Consideration 18 sets out –

"18 Shop fascias and hanging signs whose size, proportion and materials including lettering and illumination relate to the building and its surrounds",

with design consideration 22 on page 23 stating –

"22 The continued preservation and enhancement of the Conservation Area".

Whilst neither proposed sign position is a typical shop fascia or projecting sign scenario, the objective of this consideration is understood by the applicant. The applicant asserts the proposed signs are appropriately sized and positioned on the property.

5.6 Located within residential area 5 (South of Havant Road), the application premises receive no special mention in the EDS and do not feature in any photographs in that document.

6.0 History of advertisement consent at the application site

6.1 Searching the council's website, 07/55539/007 granted Listed Building Consent for a pole mounted non-illuminated sign on 8 August 2007. No trace of that sign (see older photograph below) -



- can be seen at the site now.

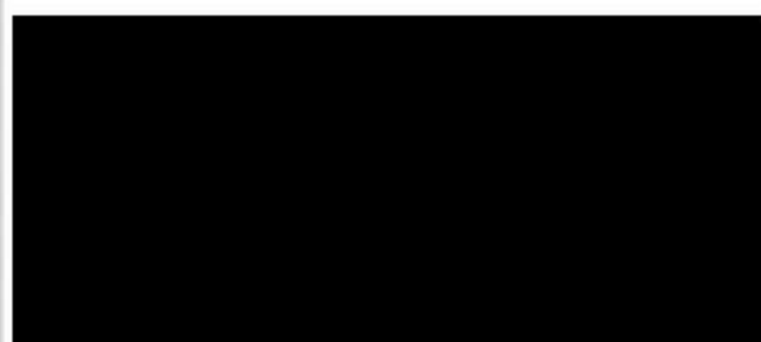
7.0 Proposed advertisements

- 7.1 Sign 1 – This would be positioned on the northern flank wall of the property. Set well in from either side to avoid quoin detailing, the bottom of the sign would line up to the adjacent quoin lines and be set a minimum of 2.1m off the footway below and 0.86m below the shallow, hipped roof eaves line.
- 7.2 Sign 2 – This would be positioned within the recessed line of two brick piers, on the right hand (west) side of the site entrance.
- 7.3 High quality powder-coated aluminium would be used, with sign 1 having fret cut lettering/symbol affixed.
- 7.4 Full dimensioned details of the signage are set out in the submitted graphics and it is the applicant's intention to repaint the stucco render white to give it a refreshed uniform appearance and provide an improved background for sign 1.

8.0 Conclusions

- 8.1 The applicant has had regard to the (historic) character of the area and the proportions of the Listed Building, as well as surrounding advertising.
- 8.2 It is considered that the new signage is well designed, using quality materials to help those seeking dental services to easily locate the site. Sign 1 would animate an otherwise blank wall. No harm to amenity or public safety would result and as such the proposals are considered compliant with the Development Plan for Havant Borough and its related planning and conservation guidance.
- 8.3 The council's support is therefore sought for the tandem applications for Express Advertisement Consent and Listed Building Consent.
- 8.4 Should the case officer, an elected Member or member of the public have any queries, my contact details are listed at the top of this statement.

Yours faithfully



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