

001.YOR.2678.009

5th February 2016

Mrs Bee Crawford
Development Management
Planning and Economy
Havant Borough Council
Public Service Plaza
Civic Centre Road
Havant
PO9 2AX

Dear Mrs Crawford,

Re: APP/15/01393 - Proposed signage at Lloyds Bank, 4 West Street, Havant

Further to your correspondence on this site with Sarah Wherle at Blaze Signs, I write on behalf of Blaze Signs and our client Lloyds Banking Group regarding the above site in St Faith's Conservation Area.

As a result of the Conservation Officer's comments we have made a number of changes to the scheme which we consider to be acceptable in terms of planning policy. These changes are summarised below by elevation.

Main West Street Frontage

The revisions do not incorporate any change to the LLOYDS BANK lettering. The lettering on the building will remain as it is currently in line with the conservation officer's comments. The keyline pelmet lighting is proposed as per the original drawing. Details of how this will be fixed is provided on drawing 105104. The vinyls shown on the drawings to the upper ground floor windows are subject to deemed consent.

In summary the proposed development on this façade is solely the implementation of pelmet lighting beneath the existing cornicing.

North Street Frontage

In line with the conservation officer's comments the proposal has been revised to incorporate a 6mm matt green fascia board with 15mm descaled individual stainless steel lettering painted white. No illumination is proposed on this fascia.

Pavilion Court, Green Lane, Garforth, Leeds, LS25 2AF
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Curved frontage

In line with comments made regarding the illumination to the North Street frontage we propose to retain the keyline lighting to the curved frontage, albeit it is now proposed as pelmet lighting beneath the existing cornicing. This lighting will complement the curved nature of this frontage and will enhance this feature, along with the cornice detailing, in particular that positioned below the proposed lighting.

In the absence of relevant Local Policy the application should be considered against the NPPF.

Paragraph 67 of the NPPF states 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."*

Following the alterations outlined above and shown on the enclosed plans, it is not considered that the proposal would have an *"appreciable impact"* on the building or its surroundings nor would the proposals have an adverse impact upon the amenity of pedestrians passing by. To the West Street and curved facades the proposals seek to install sensitive pelmet lighting in keeping with the conservation area. The North Street scheme seeks to reverse the colour scheme that is there presently, in order to increase legibility. As a result the proposed scheme will not harm the visual amenity of the high street or the host building, which is one of the two considerations set out in Paragraph 67 of the NPPF.

The second consideration of Paragraph 67 is that of safety. The highways department do not raise any objections and therefore the proposed development, including the installation on the curved façade does not present a risk to safety.

In conclusion, the proposal is simple and effective and is a commercial requirement for the business, it is appropriate to the existing use of the property and does not create any detrimental or harmful effects on highway safety or visual amenity. As such the application is in accordance with Paragraph 67 of the NPPF and is considered appropriate for the location and to the host building.

I trust that the amendments to the scheme and above information will enable you to determine the application favourably, however should you require anything further please do not hesitate to contact me.

Yours sincerely,



Sarah King
Principal Planner
E-mail: Sarah.King@pegasuspg.co.uk