

APP/14/01086

Nat- West Bank, 21-23, West Street, Havant

Comments based on desktop assessment. Reasonable material is provided with the application which shows what exists and context. Site lies immediately adjacent but just outside St Faiths Conservation Area within a modern group of commercial premises.

I consider the key issues to be:-

1. Provide adequate signage to adequately identify the building but to avoid repetitive information which only serves to add to visual clutter.
2. Consistency of approach to advertisement control within the commercial centre. Within the conservation area, the approach is to restrict illumination of signs to predominantly night time uses i.e. bars, restaurants, pubs. Need to establish what the current situation is with the signs displayed by retailers in the immediate area to determine how rigidly this is enforced in the current case.

Proposal

- Replacement Fascia Sign – No overall concern regarding form of sign – similar to existing. If no precedent established for illumination should apply consistently to this property. If illumination acceptable suggest should be limited to lettering and limited to business hours.
- Replacement Projecting Sign. Proposal poorer design to current sign which is more imaginative in concept with bulk (depth) offset by the thinner profile. Current sign illuminated. Primarily a planning amenity issue. Change is not something that will materially impact on the conservation area.
- Return flank sign. Replaces similar which appears to be illuminated. Same considerations as fascia sign
- ATM. Question need and appropriateness of the intended illuminated sign Nat West Cash Out. This would seem obvious and something that could be omitted in lieu of the more conventional insignia.

I suspect the majority of the other signage has deemed consent.

John Townsend
Conservation Consultant

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