

PLANNING STATEMENT

NatWest Havant, 23
West Street, Havant,
Hampshire, PO9 1EU

PP-03731110

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1. INTRODUCTION

1.1 This Planning Statement is submitted in support of a planning application, PP-03731110, at the site of The NatWest (Royal Bank of Scotland), 23 West St, Havant, Hampshire, PO9 1EU. The application seeks permission for advertisement signage. It has been prepared by S&W on behalf of The Royal Bank of Scotland (RBS), (the Applicant) and is submitted in support of a planning application and listed building consent application for the replacement of already in situ advertisements to the exterior of the frontage elevations of the building.

1.2 NatWest banking group officially known as National Westminster Bank Plc is the largest retail and commercial bank in the UK. The group as it is known today was established by the merger of National Provincial Bank and Westminster Bank. In Ireland NatWest operates as Ulster Bank. To this date the banking group has a tremendous retail and townscape presence in the UK with a network of approximately 1600 plus branches and 3400 cash machines (some in locations other than branches). The group also offers their customers 24hr Actionline telephone service alongside 24hr online banking facilities.

1.3 Presently NatWest Bank are undertaking an extensive rebranding programme throughout their entire branch and stand alone ATM vending networks. This is to improve and reinforce their presence on the high street, providing a quality aesthetic to the town and city scapes in which they are based, reassuring the customer that they care about their overall banking experience. NatWest Bank's intention is to renovate the existing tired shopfronts, replacing the external shopfront signage and replacing some ATM modules so that they are accessible for all.

1.4 At the NatWest Havant branch, the banking group wish to remove the existing external shopfront signage and replace it with new external shopfront signage in the same locations as an effort to better the branch appearance from West St which is tired and requiring maintenance. The proposal has been developed in accordance with local policy, and the local Shopfront design guidance document.

1.5 The site benefits from planning permission granted in the past for advertisement signage which is in-situ on the building at present. The proposal is to replace existing signage with new branded signage.

2. POLICY CONTEXT

National Guidance

The National Planning Policy Framework Planning Practice Guidance 19 on Advertisements 12 June 2014 states that decisions relating to advertisements should consider

'their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.'

When assessing the acceptability of a proposal affecting signage on a building again their effect on amenity and public safety should be considered.

Amenity as described in section 8 of PPG19:



'Characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.'

It is, however, a matter of interpretation by the local planning authority (and the Secretary of State) as it applies in any particular case. In practice, "amenity" is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

3. CONCLUTIONS

5.1 The site benefits from an existing planning permission granted in for its current signage.

5.2 This proposal provides financial services to the immediate and wider community.

5.3 The provision of financial services uses in that location adheres with policies in the Local Plan. The proposed development will not affect the features of public amenity and public safety and will therefore not result in significant harm. As a result, the proposed development adheres to policy requirements and is in line with guidance relating to the local area.

5.6 Therefore, it is considered that there are no policy grounds or material considerations which should prevent planning permission and listed building consent from being granted for the proposed development and the proposal is recommended to the Council for approval.

