



HALIFAX

26 West Street, Havant, PO9 1PG

Design and Access Statement with Heritage Statement – August 2013

Introduction

Halifax is banking chain in the UK and a division of Bank of Scotland, itself a wholly owned subsidiary of Lloyds Banking Group (LBG). It is currently the UK's largest provider of residential mortgages and savings accounts. Its slogan is "A Little Extra Help". The banking chain is named after the town of Halifax, West Yorkshire where it was founded as a building society in 1853.

Halifax Building Society developed into the UK's largest building society by 1913. It de-mutualised in 1997 becoming Halifax plc, which was a constituent of the FTSE 100 Index. In 2001 Halifax plc merged with The Governor and Company of the Bank of Scotland, forming HBOS. In 2006, the HBOS Group Re-organization Act 2006 legally transferred the assets and liabilities of the Halifax chain to Bank of Scotland which became a standard plc, with Halifax becoming a division of Bank of Scotland. A takeover of HBOS by Lloyds TSB was approved by the Court of Session on 12 January 2009, and on 19 January 2009 Bank of Scotland - including Halifax - formally became part of Lloyds Banking Group.

At the branch in Havant, Lloyds Banking Group would like to carry out the installation of new signage to the shop front to modernize the branch appearance in line with its new branding scheme for the sustained future use of customers and staff and also for the general maintenance of the building whilst the works being in keeping with the conservation area plan.

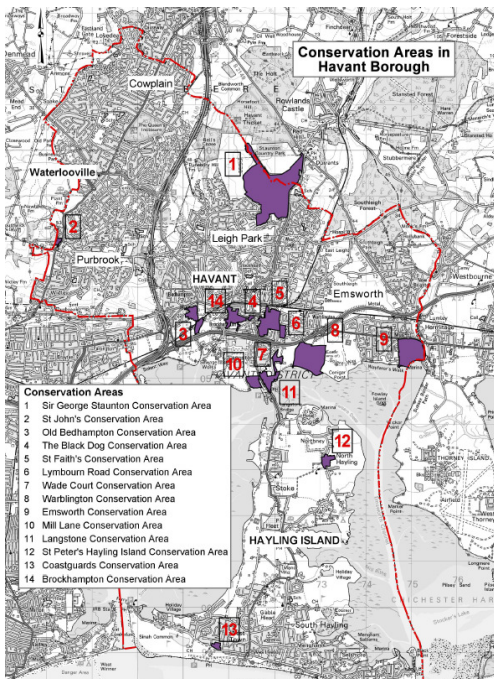
Havant

West Street, Havant, is part of the St Faith's Conservation Area – North of the A27 arterial road which runs West / East through the district. St Faith's is one of 14 designated Conservation areas in the Borough of Havant.

The character of a conservation area stems from: the landscape setting of the area; the grouping of traditional buildings and the resultant spaces and sense of enclosure; the scale, design, type and materials of the buildings; boundaries and the public realm; landmarks, views and vistas, and the interaction with natural features and the present and former pattern of activities and land uses.

St Faith's Conservation Area has maintained much of its special character since its original designation. Much of the town's character is derived from the eighteenth and nineteenth century buildings which are diverse in character and materials being superimposed onto the medieval town plan.

The central commercial core of Havant is dominated by the relationship of the church to the shopping street (West Street). The juxtaposition of shopping street (highly commercial) with the church and churchyard is challenging for both. Within West Street, there is a welcome mix of national chains and individual traders. This has created a vitality and vibrancy and general busyness to the town. The additions of tables and chairs to the forecourts of cafes has contributed to this sense of vibrancy. This forms a very positive part of the character of the commercial core of the conservation area.



Havant Conservation Areas



West Street Scene



Location of 26 West Street within Conservation Area (outlined in red)

Shop front signage proposed design

Proposal (appearance)

External

The proposed works comprise of the removal of the existing shop front signage. New signage to be the installation on a 1000mm deep fascia sign and central word-mark (scale to match the existing fascia band) blue faced with internal illumination; 1no new 600mm high internally illuminated Halifax branded remote style projecting signage, and 1 No. new internally illuminated Halifax branding ATM collar. This proposal is all in an effort to refresh the front façade to match the current “blue” branding being rolled out across the many other branches of Halifax around the country. All the new external signage (where applicable) is sensitively illuminated using a halo effect to conservation standards, aiming to provide a service to the customers especially when the branch is closed. Other blue vinyl marketing and opening hours information are to be installed internally to the glazing to replace that of the poor condition existing vinyl signage.

Internal

The internal works carried out at this branch are principally new counters / offices / ceilings and finishes – general upgrade of the retail environment.



Heritage Assessment

Conservation Area Description

The Halifax branch lies within the St. Faith's Conservation Area of Havant. The Halifax branch is within one of the main shopping streets.

Applicable National Policies

National Planning Policy Framework, Page 30, Chapter 12, 'Conserving and enhancing the historic environment': *Halifax Plc have responded to the points raised in this chapter by thoroughly considering the historic setting and the features of the bank in its proposal and has formulated a proposal which meets the requirements to maintain historical setting yet ensure the fittings and fixtures of this branch are made sustainable and are kept in good up keep.*

The majority of the signage is like for like replacement in terms of materials and position and where additional 'signage' has been included for instance the 1 No. new ATM collar, this has been done subtly using the slim blue surround – matching the high level fascia.

Heritage Justification Statement

The works to be undertaken by Halifax Plc to refresh their branch appearance will in no way harm the external features of the building facade. All works are to replace existing shop front signage that is already in situ, in order to maintain the branch appearance on this prominent historical high street.

The installation of the new ATM collar is to enhance used capability and visual awareness when using the ATM's during the hours when the branch is closed and replace the badly worn graphics of the vinyl signage currently in place. The projecting signage is a similar size and type to the existing and also in the same location as existing so as not to disrupt customers who currently use it as way-finding signage. The retention of the existing position also avoids clashes with existing projecting signs on adjacent units.

The materials used (perspex and aluminium) are environmentally friendlier and more easily maintained than other products and reflect the existing materials used at this site.



Layout

This proposal for installing new signage to replace the existing on the shop front will not have any effect on the movement and circulation within the Halifax branch or the access to it from West Street. The layout of the entrance of this branch is not changing as part of the proposed works.

This proposal will not hinder any access to the site – enabling continued use of pedestrian access, cycling or local public transport. The existing entrance is retained and therefore will not create any confusion for existing customers.

Location

The proposed layout is in-keeping with the surrounding area. The area which Halifax Havant sits is on a main high street within the borough and is bordered both sides by other retail units on the street which have similar scale / type / materials for signage. Many of these units possess projecting signs and fascias - with illumination (such as Lloyds Bank highlighted below).



Community Safety

The retained existing shop front will continue provision of views in and out onto the street, therefore promoting safety via public surveillance, which may otherwise lead to deterring anti-social behaviour.

Access

The proposal does not affect the current access to the Halifax branch. Current access to the branch is through the main entrance door on the left of the front elevation - through the original main entrance door which is an auto door. A site waste management system will be implemented to effectively recycle and minimise waste during any works.

In relation to TB11 – there is no amendment to the existing public highway. The door opening has level access and is automated, therefore access to all needs are catered for.

Concluding statement

The proposed installations do not contravene any planning policies and are deemed appropriate for the area, which is occupied by other commerce. In our view the proposed works will have a very limited impact on the already varied street scene.



Existing Street Elevation Photographs



Existing Unit

Proposed Elevation



NOT TO SCALE.

Please see attached plans, elevations and details and other information along for more technical and drawn detail in the main planning applications.