
Site Address:	Natwest, 21-23 West Street, Havant		
Proposal:	Display of 2No. illuminated fascia signs; 1No. illuminated projecting sign; 1No. illuminated ATM tablet with non-illuminated surround and 3No. other signs.		
Application No:	APP/14/01086	Expiry Date:	11/12/2014
Applicant:	Mrs Thomson	Team:	Team 1
	RBS		
Agent:	Miss Hayes	Case Officer:	Tina Pickup
	Styles and Wood Ltd		
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site relates to the Nat West bank located on the south side of West Street, at the western end of the pedestrianised area. It is a 1960's style two storey flat roofed building located immediately to the west of St Faith's Conservation Area, but not within it. The property immediately to the east, sits further forward than the application site such that the side elevation of No 19 forms a return elevation - this side wall forms the boundary of the Conservation Area and as such is considered to be within the Conservation Area. This forward siting also obscures views of the application site from further to the east and within the Conservation Area.

2 Planning History

02/50388/006 - Internally illuminated signs Adv Consent 27/1/03

3 Proposal

The application seeks consent to renew and update the signage at the site, involving:

- replacement fascia sign - with illuminated nat west lettering, chevron logo and red accent line - background of sign is not illuminated
- replacement internally illuminated projecting sign
- replacement sign on the return elevation of No 19 - again letters, logo and red line illuminated, background not
- new ATM surround sign with illuminated red accent line and lettering - to be illuminated at 200cd/m2, 24 hours a day for safety reasons
- new small fascia sign above front door - non-illuminated

The fascia signs will be illuminated to a maximum of 400cd/m2 and the projecting signs and ATM surround to a maximum of 200cd/m2.

4 Policy Considerations

National Planning Policy Framework
Planning Practice Guidance on Advertisements, 6/3/2014

Havant Borough Local Plan (Core Strategy) March 2011
CS16 (High Quality Design)
DM10 (Pollution)

Listed Building Grade: Not applicable.

Conservation Area: Adjacent St Faith's

5 Statutory and Non Statutory Consultations

Conservation Officer - 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.

6 Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 11

Number of site notices: 1

Statutory advertisement: 31/10/2014

Number of representations received: 0

7 Planning Considerations

- 7.1 Applications for the display of advertisements can only be considered in the interests of

amenity and public safety, having regard to the development plan and any material considerations. These will be referred to in their relevant considerations:

- (i) Amenity
- (ii) Public Safety

(i) Amenity

- 7.2 The application would result in an upgrade and modernisation of the signage at the site, and predominantly provides replacement signage of similar sizing. The additional signs proposed relate to the surround to the ATM and the sign above the entrance door. Although signage is increasing this is not considered to result in visual clutter - the signs clearly relate to the function of the building - Apparently NatWest has undertaken customer research and identified the need to improve safety and lack of light when using ATM's at night.
- 7.3 In terms of levels of illumination the red line at the base of the length of the fascia sign is to be illuminated only - not the whole fascia sign. The McDonalds site on the corner has an un-illuminated green fascia sign and it is only the letters that are externally illuminated. Opposite Specsavers and Subway also have just their letters internally illuminated - the whole fascia are not illuminated. Thomas Cook at No 29 has a deep white fascia that appears to be internally illuminated, plus an internally illuminated projecting sign.
- 7.4 Therefore there is a mix of extent of illumination in the area. Regard must also be had to the fact that the main Nat West building and those to the west are not in the Conservation Area and therefore under Deemed Consent, and in particular Class 4B and 5, illuminated advertisements can be displayed subject to height and size criteria, but basically illuminated fascias could be displayed without consent. This current application needs consent because the signs go beyond the wall containing the shop front and more than one is proposed. But the level of illumination on the fascia sign and projecting sign alone would otherwise benefit from deemed consent.
- 7.5 Given that the actual site is not actually within the Conservation Area and is screened from wider views from within the CA, due to being set back behind No 19 to the east, then the effect on the character and setting of the Conservation Area is considered to be acceptable. However the proposal also involves the erection of a sign on the return wall of No 19 which is within the CA. This is a replacement sign, the existing also being illuminated. Whilst it is larger, the effect on the CA is considered marginal - as for the Nat West building itself it does not face the CA and is related to the western half of the street only. The illumination of the red accent line is considered to be quite discreet, and the illumination of the ATM machine has been justified on security grounds - overall it is considered that the proposal would not detract from the visual amenity of the area, including Conservation Area, or its surroundings and is in accordance with policy DM21 of the Allocations plan.

(ii) Public Safety

- 7.6 It could be argued that the illumination of the ATM sign would improve public safety, but as static illumination in a pedestrianised area, the signs would not cause any harm to highway or public safety. The agent has confirmed that the signs would only be illuminated during branch hours plus 15 minutes prior to opening and post closing (allowing staff adequate time to open and close the branch). On this basis there is no objection on highway or public safety grounds.

8 Conclusion

The proposed signage is considered to be appropriately illuminated and would not have

any detrimental effect on either amenity or public safety. It is therefore recommended to grant advertisement consent.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/14/01086

(A)

(B) subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 4 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 6 The intensity of illumination of the fascia signs hereby permitted shall not exceed 400 candelas per m² and the intensity of illumination of the projecting sign and ATM surround hereby permitted shall not exceed 200 candelas per m².

Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
- 7 The advertisements hereby permitted, except the ATM surround sign, shall not be illuminated before 08:30 hours or remain so after 18:00 hours on Monday to Saturday, with no illumination on Sundays. Only the ATM surround shall be illuminated 24 hours a day.

Reason: To protect the amenities of the area and having due regard to policy DM10 of the Havant Borough Local Plan (Core Strategy) 2011 and the National Planning Policy Framework 2012.

- 8 The development hereby permitted shall be carried out in accordance with the following approved plans:

Planning Statement

Concept Proposal PS14782 issue 2 dated 13.10.14 inc shopfront elevation;
side elevation; ATM wall; Nameplate; Site Photos;

Site and Location Plan Drawing No D0572-044 rbs Drawing No 6645/GA/SP

Block Plan Drawing No D0572-044 rbs Drawing No 6645/GA/BP

Elevation as Existing Drawing No D0572-044-003 rbs Drawing No 6645/G1/E1

Signage Details Proposed Drawing No D0572-044-007 rbs Drawing No
6645/GA/SD

Elevation Proposed Drawing No D0572-044-004 rbs Drawing No 6645/GA/E1

Reason: - To ensure provision of a satisfactory development.