

PLANNING STATEMENT

NatWest. 15, High Street, Emsworth, PO10 7AF

PP-03692764

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1 Introduction

This Planning Statement has been prepared in support of a planning application for an advertisement signage application for The NatWest Bank. The premises, is currently used as a NatWest branch, offering a range of personal and commercial financial and banking services (A2- Use class order).

This statement focuses on the case for the proposed signage elements

This statement forms part of a wider package of information which has been prepared in support of the planning application for the proposed development. The other supporting documents have been submitted alongside this planning application on the planning portal.

Overall, it is concluded that the proposed development accords with the development plan and the relevant policies of the National Planning Policy Framework (NPPF) and in keeping with shop front design guidance.

The purpose of the signage proposal is that The NatWest banking group officially known as National Westminster Bank Plc the largest retail and commercial bank in the UK is rolling out a re-brand. 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.

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.

2 Policy context.

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)(ENGLAND) REGULATIONS 2007

Class 4: Illuminated development

Class 4 permits the display of advertisements with either internally illuminated letters or characters on an un-illuminated background or lit by 'halo' illumination.

An advertisement permitted by Class 4:

must not have any intermittent light source, moving feature, animation or exposed cold cathode tubing;

- must not have more than one such fascia panel and one projecting at right angles;
- in the case of a shop, may only be displayed on the wall with a shop window; must be at least 2.5 metres high at its lowest point;
- if a fascia panel, must not extend more than 0.25 of a metre from the wall;
- if a projecting sign, must not exceed 0.25 of a metre between the two sides.

Class 4(B) permits internally or 'halo' illuminated advertisements on other business premises (see Class 5 below) if they relate wholly to the business or name or qualifications of the person carrying on the business or the goods sold or services provided. A projecting sign must not exceed 0.75 of a square metre in area, project more than 1 metre from the wall, exceed two-thirds of the width of any pavement below it, or be more than one-sixth of the frontage measured to the top of the advertisement.

NATWEST BANK PLC RESPONSE TO AFOREMENTIONED POLICY CONSIDERATIONS

NatWest have responded to national and local policy by a brand refresh that upgrades the building frontage and also improving the townscape.

It aims to maintain the building frontage's visual equilibrium with the proposed re-branded colour scheme of deep purple to replace the former deep blue to add prominence to the building. The fact the proposal specifies identical materials with the existing and is consistent with these, demonstrates NatWest's efforts to respect the architectural value within the town.

The size and scale of the signage proposed is similar to the existing and responds, on the whole, to the signage of its neighbours. It does not stand out inappropriately or unduly in its features

The illumination of the signage is subtle, providing a soft glow which is not imposing or out of character with the surrounding businesses, and adds safety and visual enhancement to the Town Centre.

ATM are illuminated not only for re-branding purposes, but illumination also acts to promote a variety of functions. It acts as a safety precaution for customers, this functions as a deterrent for crime; it also assists the customer in the functionality of using the ATM in terms of use in the dark for visibility and for visibility of any belongings about their person. So that they can safely combine the transaction of obtaining monies from the ATM. Customers feel more safe and confident with illumination of an area where they are potentially vulnerable to a variety of issues such as crime. It also aides the visually impaired with using the

machine. The elderly and those who are vulnerable for a variety of reasons such as a physical disability, for example may be more protected with illumination. Where CCTV is present illuminated ATM may better light up the ATM to record any untoward events.

Similarly, the use of timed switches will be in effect, with signs being illuminated during the banks usual opening hours and 15 minutes prior and beyond usual store opening hours, allowing staff adequate time to close the branch. This aims to ensure lighting is kept as discreet as possible and is not imposing upon the street scene. Further to this, the proposed lighting serves to comply with policy set out within EN18b- Advertisement Control, acting neither as an endanger to traffic as the area directly fronting the site is a large pedestrian only zone, with the area to the side elevation having only one way traffic flowing, this serves to minimise any risk to drivers. Similarly, the type and levels of illumination aim to be subtle, responding to the signage currently in situ, therefore having respect to the area surrounding the site.

The proposals maintain the building in good repair and promote an attractive appearance, promoting high street vitality. The replacement of the current fascia and projecting sign in situ within the commercial area setting of the store, aims to avoid clutter and confusion and be in co-ordination with surrounding buildings and the wider area. This serves to directly comply with Policy EN18b- Advertisement Consent- (e) for proposals to avoid adding clutter to the street scene; instead the proposed signage adds vitality within an area earmarked for regeneration (see Policy QL6-a), which enhances and appearance and vitality of the area. The proposals replace the tired signage, with new, well designed and respectful, promoting an attractive yet subtle appearance, serving to comply with the aforementioned policy concerns (in particular the need for development to promote and enhance good design principles [QL9- Design of New Development]).

The signage complies with requirements set out within Classes 4 and 4B, of the National Guidance, as advertisements do not contain an intermittent light source, nor exceed the maximum sizes or quantities permitted. The signage proposed relates wholly to the service provisions provided by the NatWest bank; and is therefore, deemed acceptable.

Through the assessment of impact and significance, it is considered that the proposed development will not affect the features of the non-listed, non-conservation area designated building in question, nor the surrounding area; and will therefore not result in significant harm. As a result, the proposed development is in alignment with policy requirements, set out in the aforementioned policy considerations, providing no material grounds for refusal. 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.

Therefore, it is considered that there are no policy grounds or material considerations which should prevent advertisement consent being granted upon the NatWest Clacton-on-Sea branch, where the signage promotes and enhances High Street vitality and appearance.

3. Conclusions

The site benefits from existing planning permission granted for its existing signage.

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

The provision of financial services uses in that location is in alignment to policy 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 or impact. As a result, the proposed development aligns to policy requirements and guidance relating to the local area.

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.