
Site Address:	30 High Street, Emsworth, PO10 7AR		
Proposal:	Display of 1No. illuminated A1 portrait window marketing unit		
Application No:	APP/13/01272	Expiry Date:	13/02/2014
Applicant:	Lloyds Banking Group	Team:	Team 2
Agent:	Mr Morgan	Case Officer:	Rachael McMurray
	Realys ISG		
Ward:	Emsworth		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The site comprises a 3-storey building located in the centre of the Emsworth conservation area, in the High Street. The building dates back to the 19C and is designated as Grade II listed. The ground floor features a large shop frontage and is occupied by Lloyd's bank. The upper two floors are used as office / storage / meeting accommodation in relation to the bank. There is metal railing fire escape located on the east / side elevation of the building at the rear, which provides external access to the first floor accommodation. There is a back yard at the rear of the site. This is enclosed by partly a 3m high wall along part of the boundary with No. 28, which reduces down in height to a brick wall of some 2m in height, which then extends around the remainder of the yard.

2 Planning History

APP/13/00199

Display of replacement lettering above front entrance (LLOYDS BANK - non illuminated); 1No. illuminated hanging sign; 1No. illuminated ATM header sign; and non-illuminated branch name plate, vinyl detail and letter box sign. Permitted.

APP/13/01210

Listed Building Consent for relocation of ATM and infill of vacant opening; redecoration of front elevation; reconfiguration of ground floor accommodation. Permitted

APP/13/01257

Relocation of ATM and infill of vacant opening. Permitted.

3 Proposal

Display of 1No. illuminated A1 portrait window marketing unit. The original application did propose a window vinyl however, this has now been removed from the application.

4 Policy Considerations

National Policies

NPPF

Core Strategies 2011 forming part of the HBLDF

CS11 (Protecting and Enhancing the Special Environment and Heritage of

Havant Borough Local Plan (Allocations) Publication
Policy DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.
Conservation Area: Emsworth

5 Statutory and Non Statutory Consultations

Conservation Officer

1. No objection to the inset internally illuminated sign, but it may be appropriate to limit illumination to business hours. The sign does not have any impact on architectural fabric and provides the Bank with promotional space in a relatively benign way.

2. Object to vinyl transfer which arguably also requires listed building consent. See comments in relation APP/13/01210/LBC from which you will note I do not support the relocation of the ATM, due to the impact and harm to the building's special architectural interest.

I am happy for advert consent to be granted if the window vinyl element is removed.

Officer Note: The window vinyl has now been removed from the application. Confirmation of this from the agent is contained within the file dated 7/2/14.

Chichester Harbour Conservancy
No comments received

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: 12

Number of site notices: 1
Statutory advertisement: 10/01/2014

Number of representations received: 0

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Visual amenity
- (ii) Highway safety

(i) Visual amenity

7.2 The Conservation Officer has been consulted and has raised no objection to the

window display unit but has advised that it should be limited to business hours which could be covered by a condition. The other element originally applied for was the window vinyl however, this element has been withdrawn from the application and the description (see email confirmation from agent). Overall therefore it is considered that the window display unit would not have an adverse impact on the visual amenity of this section of the Conservation Area.

(ii) Highway Safety

- 7.3 The advertisement would be located internally within the premises and would not be expected to cause any risk to highway safety.

8 Conclusion

The application, with the vinyl window display element removed, is considered to be acceptable and is therefore recommended for approval.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/01272 subject to the following conditions

- 1 The works to which this Listed Building Consent relate must be begun within a period of 3 years beginning with the date on which this consent is granted.
Reason: To comply with Section 51 of the Planning and Compulsory Purchase Act 2004.
- 2 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.
- 3 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.
- 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 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.

- 7 No part of the sign shall be illuminated other than as hereby permitted.

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)

- 8 The illumination of the proposed sign shall be of a non-intermittent type.

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)

- 9 The intensity of illumination shall not exceed 400 candelas per m2.

Reason: In the interests of the [amenities of the area / highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).

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

Location plan - DN: 50323900-DOC-001

Existing elevation - DN: 50323900-DOC-002

Proposed elevation - DN: 50323900-DOC-003 (not including the window vinyl)

Advert details - DN: 50323900-DOC-004 (not including the window vinyl)

Reason: - To ensure provision of a satisfactory development.