



Heritage Asset Statement

Lloyds Bank

30 High Street, Emsworth, Havant.

Hampshire. PO10 7AR





HERITAGE ASSET STATEMENT

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Introduction

This statement has been prepared in support of an application for the installation of a window marketing unit and green vinyl to a window of the Lloyds Bank High Street Emsworth in order to enhance brand presence on the high street and for security to a proposed move of the existing ATM. The building is grade II listed and is within Emsworth Conservation Area. **Please read in conjunction with Listed Building Consent Application Reference: APP/13/01210 & Full Building Consent Application Reference: APP/13/01227 for further details on work to remove ATM Machine & Relocate to adjacent Window Opening.**

This three storey property is currently occupied by Lloyds Bank on the ground and first floor and has been so for many years, serving the local community for the duration of this time. This building is in a prominent central location alongside other local businesses.

Emsworth as a settlement has roots which go as far back as the Saxon period as part of the parish of Warblington. The town grew in prominence during the 13th century because of its convenient location for sea traffic, which encouraged its growth as a fishing and trading port. With the advent of arable farming and the rise of the textile industry the town continued to prosper throughout the 18th and 19th century.

It's from the 18th and early 19th century that many of the historical buildings that populate the Emsworth High Street and the site in particular date from. The Georgian characteristics of the building are common within the

conservation area although the stucco render finish is not. It has a symmetrical front to the west, which has 3 sash windows with thin architraves on both 2nd and 1st floor. The eaves cornice and quoins date from the mid-20th century, as does the classical ground floor façade. The ground floor has a plinth and comprised of continuous cornice, a frieze and pilasters which enclose the sash windows and entrances.

We understand the site and the conservation area it lies within is of significant historic importance. As outlined in 'Historic Conservation Area Review for Emsworth' and the 'Emsworth Cons Area Appraisal - Approved 2010' produced by Havant Borough Council.

The intention is to:

- Install sub A1 portrait illuminated window marketing unit in order to enhance brand presence
- Internally apply green window vinyl around relocated ATM for security purposes.

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