
NatWest. Bank and Premises at Basement
and Ground Floor, 213-214, High Holborn,
London, WC1V 7BF

PP-03973622 Advertisement Application
PP-03973661 Listed Application

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1 Introduction

The NatWest banking group officially known as The National Westminster Bank Plc is the largest retail and commercial bank in the UK. The group was established by the merger of The National Provincial Bank and The Westminster Bank. In Ireland The NatWest operates as The 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 a 24hr actionline telephone service alongside 24hr online banking facilities.

The NatWest Bank are undertaking an extensive branch rebranding programme and stand alone ATM vending network overhaul. 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, to improve customer banking experience. Their intention is to renovate the existing tired shopfronts, replacing the external shopfront signage and replacing some ATM modules so that they are accessible to all.

At this NatWest branch, there are two existing signage items. The proposal is for re-branding of the existing two and for a further 2 more signs. The proposal has been developed in accordance with National and Local Policy concerns.

	Fascia & Lettering	Projecting Sign	ATM	Misc
Existing	1x 700 non-illuminated	1x 700mm non-illuminated Heritage	N/A	N/A
Proposed	1x 700mm Fascia 1x 490mm illuminated letters	1x 750mm Heritage non-illuminated	Aluminum purple cladding	Nameplate

2. Heritage

Heritage impact

2.1 The following section assesses the impact of the proposed development upon the listed building and wider conservation area.

The proposed development has responded to the need to preserve the character and setting of the listed building and the wider conservation area. The location of the signage has been designed to ensure that the impact of the proposed development on the building frontage is minimised.

2.2 The historic significance of the building and wider area was instrumental in choosing the location of the external signage, particularly the need to avoid locating additional signage on prominent elevations, in line with ACS Policy CP11. The option to replace the existing with new was chosen to limit the harm caused to the building and its setting. The signage will not be any more visible from the road than it already is and as it is existing signage it will not have an additional adverse impact upon the views within the conservation area.

2.3 The visual impact of the external signage has been minimised as where possible it will follow the line of existing signage affixed to the frontage of the building.

Listed status

2.4 The Portland stone building was Grade II listed in 1974, List entry Number 1378886 and is in a the conservation area, constructed in 1854.

3. Use

The premises, is currently used as a NatWest branch, offering a range of personal and commercial financial and banking services (A2- Use class order).

The proposals do not alter the existing use.

4. Footprint

The proposals make no change to the existing floor space.

5. Scale

The overall scale of the building will remain unchanged by the proposals.

6. Landscaping

No landscaping areas are affected by the proposals.

7. Appearance

The proposals impact on the appearance of the buildings front elevations will have a very minor impact and does not materially alter the size and scale of the building, including its footprint and would not alter the description of the development or the red edge area of the application.

8. Access

The current access arrangements regarding vehicles and the movement of pedestrians remain unaffected by the proposals.

9. Parking

The proposals do not have any impact or change any parking or transport vehicular movement or access.

10. Conclusions

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

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

10.3 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.

10.6 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.

11. Appendices.

See planning application supporting documents.

End