

.UTT/15/2218/LB (Saffron Walden)

Matter referred to Planning Committee by Cllr Morris out of keeping with Conservation Area.

PROPOSAL: New external signage and branding and replacement of 1 no. External ATM machine. Internal alterations.
New external signage, 1 no. Fascia sign, 1 no. hanging sign, 1 no. Light Pocket, 3 no. Vinyls, 1 No, nameplate and 1 no. suspended chevron (REVISED APPLICATION).

LOCATION: Natwest 3 Market Place Saffron Walden Essex CB10 1HS

APPLICANT: Mr Alan Finlayson

AGENT: Mr Lola Roca

EXPIRY DATE: 23 September 2015

CASE OFFICER: Emmanuel Allanah

1. NOTATION

1.1 Within development limits. Conservation Area. Listed Building. Aerodrome Direction. Road Classification-Line.

2. DESCRIPTION OF SITE

2.1 The application site is a two pair of three storey terraced Listed Building currently in use as Natwest Bank. It is located within the town centre which is also within Conservation Area.

3. PROPOSAL

3.1 New external signage and branding and replacement of 1 no. External ATM machine. Internal alterations. New external signage, 1 no. Fascia sign, 1 no. hanging sign, 1 no. Light Pocket, 3 no. Vinyls, 1 no. nameplate and 1 no. suspended chevron (Revised Application).

4. APPLICANT'S CASE

4.1 Applicant design statement stated that Natwest are committed to delivering an appropriate, improved and accessible personal service and banking experience for their customers and staff. This has identified a need to improve each branch with better brand graphic externally to allow for easier banking and provide more obvious advertising of the services available within. The external appearance of the building will be improved with a deep clean and redecoration of existing surfaces, the replacement of existing signage and addition of new window merchandising always keeping the scale of the façade.

4.2 Internally the aim is to reconfigure where necessary, upgrade current banking automation and to redecorate to produce a space which is far more homely and inviting to customers, whilst providing an improved working environment for staff.

5. RELEVANT SITE HISTORY

- 5.1 UTT/0971/04/LB. Approve with condition. Installation of new external task lighting and upgraded internal lighting.
- 5.2 UTT/1070/96/LB. Approve with condition. Removal of existing signs and erection of 3 signs to front elevation.
- 5.3 UTT/1196/93/LB. Approve with condition. Change in external signage and name plates, letter box and fascia colours.
- 5.4 UTT/1699/86/LB. Approve with condition. Projecting sign conservation style in wrought iron frame none illuminated.

6. POLICIES

6.1 National Policies

National Planning Policy Framework

6.2 Uttlesford District Local Plan 2005

- ENV1 Design of development within Conservation Areas
- ENV2 Development affecting Listed Building

7. TOWN COUNCIL COMMENTS

- 7.1 Prior to the revised plans the Parish Council object to the proposal on the following grounds:

- Internally illuminated signs on window are not in keeping with or permissible within a Conservation area; fascia sign Advert 1 and Advert 6 refer. This is contrary to Policy ENV1 of the District Plan.
- A request be made to UDC that this application is deferred until such time as a report is available from the UDC Conservation Officer noting any concerns or matters which he / she may raise and that this made available to SWTC prior to the application being determined by UDC enabling further comment from SWTC.
- It was noted that the Town Council owns part of the building forming this application.

8. CONSULTATIONS

Conservation Officer

- 8.1 No objection to the revised scheme subject to the recommended planning conditions because it would preserve the significance of the heritage asset, and the non-designated heritage asset. It will also preserve the character of the surrounding Saffron Walden Conservation Area and therefore, it would satisfy Local Plan policies ENV1 and ENV2, as well as National Planning Guidance.

9. REPRESENTATIONS

- 9.1 None.

10. APPRAISAL

The issues to consider in the determination of the application are:

A Whether the proposal would harm the character and appearance of the Conservation Area or the setting of the Listed Building (ULP Policies ENV1 and ENV2).

A Whether the proposal would harm the character and appearance of the Conservation Area, the setting of the Listed Building or the amenity of the area (ULP Policies ENV1 and ENV2)

10.1 The application site is a Listed Building and within a designated Conservation Area.

10.2 Policy ENV1 states that development will be permitted where it preserves or enhances the character and appearance of the essential features of a Conservation Area.

10.3 Given the sensitivity location of the application site as a Listed Building and in a Conservation Area, the Conservation Officer engaged the applicant professionally in order to secure a much better and acceptable proposed revised scheme which would preserve the character and appearance of the Conservation Area. The existing historic fascia which forms part of the entablature to the Listed Building, will be retained, and the external signage will be non-illuminated, which would preserve the special historic character and appearance of the Conservation Area in accordance with Policy ENV1.

10.4 The application site is also a Listed Building in which Policy ENV2 applies. The Policy affirms that development affecting Listed Building should be in keeping with its scale, character and surroundings. The initial proposed scheme was not considered acceptable because of its harm on the heritage asset as result the Conservation Officer negotiated with the applicant in order to secure an acceptable revised proposed scheme which would not harm the setting and historic characteristics of the Listed Building.

11. CONCLUSION

The following is a summary of the main reasons for the recommendation:

A The proposed revised scheme would not harm the character and appearance of the Conservation Area or the setting of the Listed Building in accordance with Policies ENV1 and ENV2 of the adopted Local Plan (2005).

RECOMMENDATION – CONDITIONAL APPROVAL

Conditions reasons

1. The development to which this consent relates shall be begun before the expiration of 3 years from the date of this decision.

REASON: To comply with the requirements of Section 81 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

2. Notwithstanding the details submitted, the fascia sign shall be non-illuminated.

REASON: In order to preserve the character and appearance of the Conservation Area in accordance with Policy ENV1 of the adopted Local Plan (2005).

JUSTIFICATION: The details of materials would need to be submitted for approval prior to the commencement of the development to ensure that the resulting appearance of the development is sympathetic to the character and appearance of the Conservation Area.

- 3 Prior to the commencement of the approved development details of the new doors shall be submitted and approved by the Local Planning Authority.

REASON: In order to enhance the historical architectural character of the building and the setting of the Listed Building in accordance with Policy ENV2 of the adopted Local Plan (2005).

JUSTIFICATION: The details of materials would need to be submitted for approval prior to the commencement of the development to ensure that the resulting appearance of the development is sympathetic to the character and appearance of the Conservation Area and the setting of the Listed Building.

- 4 All signage identified for removal as part of the proposed scheme, shall be removed by hand and the surface to be made good using like-for-like materials.

REASON: In order to enhance the historical architectural character of the building and the setting of the Listed Building in accordance with Policy ENV2 of the adopted Local Plan (2005).

JUSTIFICATION: In order to enhance the historic architectural character of the Listed Building.

- 5 There shall be no cutting of historic timbers.

REASON: In order to preserve the historic features of the Listed Building in accordance with Policy ENV2 of the adopted Local Plan (2005).

JUSTIFICATION: In order to preserve the historic architectural features of the Listed Building.

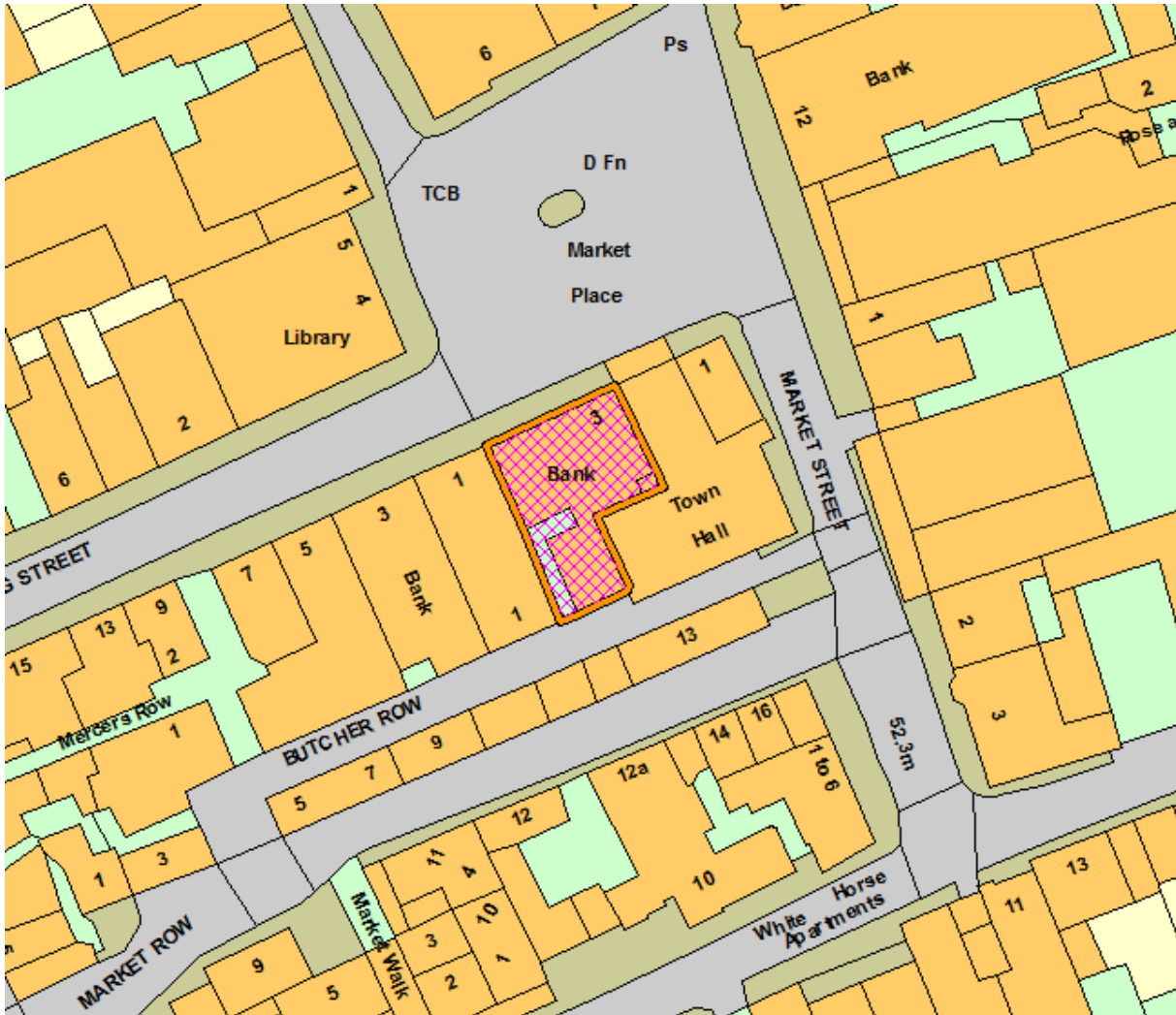
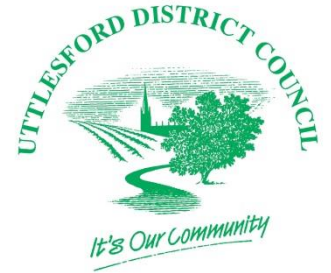
- 6 Prior to the commencement of the approved revised scheme details of new ATM shall be submitted to and approved Local Planning Authority.

REASON: In order to preserve the historic architectural features of the Listed Building the character and appearance of the Conservation Area in accordance with Policies ENV1 and ENV2 of the adopted Local Plan (2005).

JUSTIFICATION: The details of materials would need to be submitted for approval prior to the commencement of the development to ensure that the resulting appearance of the development is sympathetic to the character and appearance of the Conservation Area and the setting of the Listed Building.

Application no.: UTT/15/2218/LB

Address: Nat West 3 Market Place Saffron Walden



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