

UTT/15/2220/FUL (Saffron Walden)

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

PROPOSAL: External ATM machine.
LOCATION: Nat West 3 Market Place Saffron Walden
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 Nat West 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. Vinyl's, 1 no. nameplate and 1 no. suspended chevron (Revised Application).

4. APPLICANT'S CASE

4.1 Applicant design statement stated that Nat West 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/1148/00/FUL. Approve with condition. Installation of satellite dish.

6. POLICIES

6.1 National Policies

National Planning Policy Framework

6.2 Uttlesford District Local Plan 2005

- GEN1 Access
- GEN2 Design
- 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.

Essex County Council Highways Authority

8.2 No objection.

9. REPRESENTATIONS

9.1 No comments from neighbouring properties.

10. APPRAISAL

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

- A Whether the principle of the proposal within development limits of Saffron Walden Town Centre is acceptable (ULP Policy S1).
- B Whether the proposal would harm the character and appearance of the Conservation Area or the setting of the Listed Building (ULP Policies GEN2, ENV1 and ENV2) .

C Whether the proposal would affect traffic in the area (ULP Policy GEN1)

A Whether the principle of the proposal within development limits of Saffron Walden Town Centre is acceptable (ULP Policy S1).

10.1 The application site (Nat West Bank) building is located within the development limits of Saffron Walden Town Centre which comprised of mixed use development such as residential, retail, banking premises, offices and other commercial activities or outlets.

10.2 Policy S1 affirms that development will be permitted within the existing built up areas, if compatible with the character of the settlements. Given the existing land use character of this part of Saffron Walden Town Centre, it can be concluded that the principle of the proposal is compatible with the character of this part of the Saffron Walden Town Centres subject to the evaluation of its impact on the character and appearance of the Conservation Area, the setting of the Listed Building and the amenity of the area.

B 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 GEN2, ENV1 and ENV2)

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

10.3 Policy GEN2 states that development will be permitted if the scale, layout, form, appearance and materials are compatible with the surrounding buildings. The application site is an existing Nat West Bank and the aim of the proposal is to ensure the design approach of the proposed signage and ATM details are sympathetic to the character of the area.

10.4 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.

10.5 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.

10.6 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.

C Whether the proposal would affect traffic in the area (ULP Policy GEN1)

10.7 The application site is located within Saffron Walden Town Centre which also comprised of pedestrian pavement and accessible to vehicles.

10.9 Policy GEN1 affirms that development will be permitted provided the design does not compromise road safety and take account of other road users.

10.10 The design approach that has been secured through the revised proposed scheme shows that the proposed signage would not be illuminated and the location of the ATM is also easily accessible to all its users. Overall, it is considered that the revised scheme would not compromise road safety or affect other road users. Hence the proposal is not in conflict with Policy GEN1.

11. CONCLUSION

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

- A The principle of the revised proposed scheme within development limits and Saffron Walden Town Centre is acceptable because it is compatible with the land use activities of the area.
- B The proposed revised scheme would not harm the character and appearance of the Conservation Area or the setting of the Listed Building.
- C The location and design approach of the revised proposed scheme would not affect other road users or traffic in the area.

RECOMMENDATION – CONDITIONAL APPROVAL

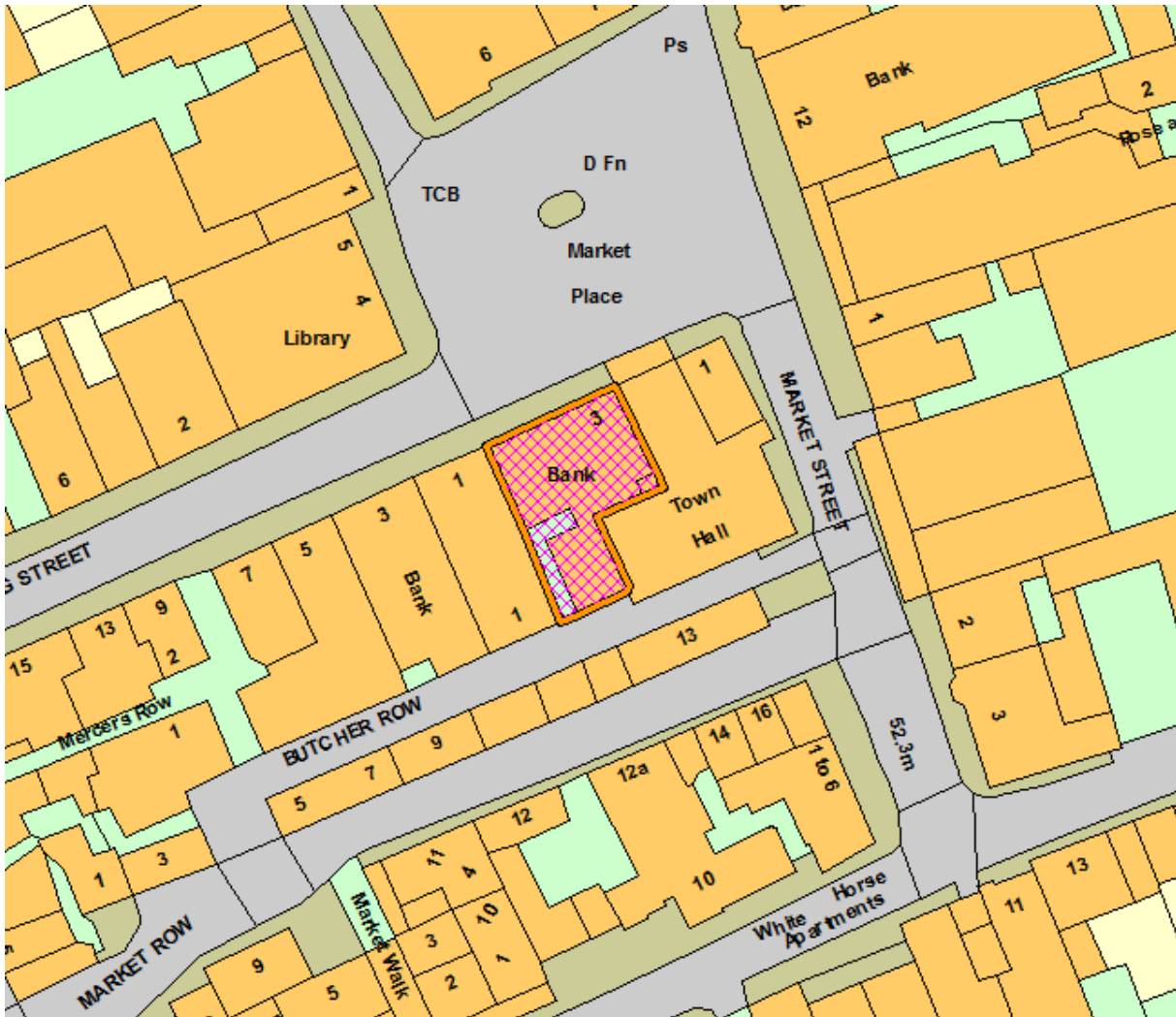
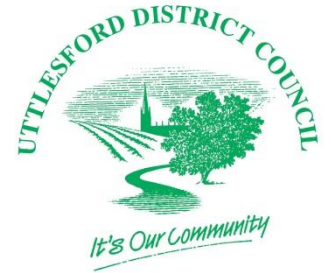
Conditions/reasons

1. The development hereby permitted shall be begun before the expiration of 3 years from the date of this decision.

REASON: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

Application no.: UTT/15/2220/FUL

Address: Nat West 3 Market Place Saffron Walden



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Organisation: Uttlesford District Council

Department: Planning

Date: 1 September 2015

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