

.UTT/15/2221/AV (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: 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 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/0392/93/AV. Approve temporary. Erection of hanging sign to front elevation.
- 5.2 UTT/0705/96/AV. Approve temporary. Erection of 3 signs to front elevation.
- 5.3 UTT/1195/93/AV. Approve temporary. Provision of new fascia comprising of internally illuminated individual letters.

6. POLICIES

6.1 National Policies

National Planning Policy Framework

6.2 Uttlesford District Local Plan 2005

- GEN1 – Access
- GEN2 – Design

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 amenity of the area (ULP Policies GEN1 and GEN2).

A Whether the proposal would harm the character or the amenity of the area (ULP Policies ENV1, ENV2, GEN1 and GEN2).

10.1 The application site is located within designated Conservation Area, the Building is Listed and located within Saffron Walden Town Centre.

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.

10.5 Policy GEN1 main objective include development will be permitted provided it does not compromise road safety. The location and design details of the revised proposed scheme are considered acceptable because it would affect other road users or distract traffic attention in the area.

10.6 Policy GEN2 affirms that development will be permitted if the scale, layout, form, appearance and materials are compatible with the surrounding buildings. The proposal relate to proposed signages, nameplate, suspended chevron, External ATM and internal alteration. The proposed revised scheme is considered acceptable because it is compatible with the different types of advertisements signs found within this part of Saffron Walden Town Centre.

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. And the proposal would not adversely harm the visual amenity of the area in accordance with Policies GEN1 and GEN2 of the adopted Local Plan (2005).

RECOMMENDATION – CONDITIONAL APPROVAL

Conditions/reasons

- 1 This consent shall expire 5 years from the date of this notice or when the business occupying the premises changes, whichever is the sooner, whereupon the signage shall be removed and any damage repaired unless further consent to display has been given by the Local Planning Authority

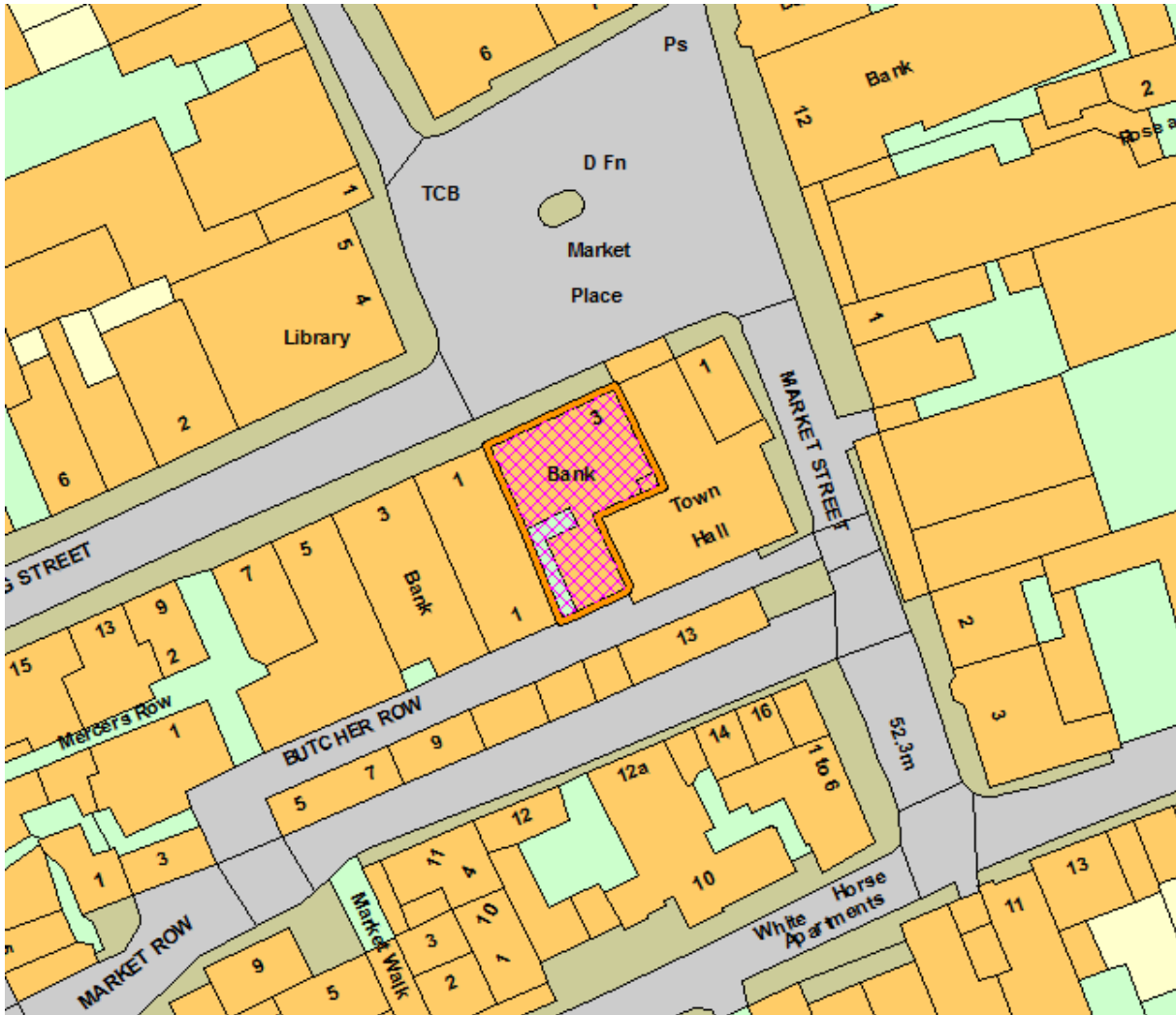
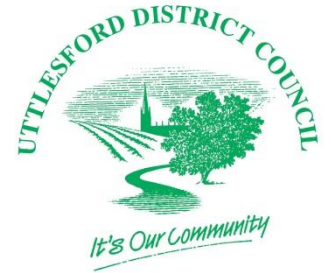
REASON: In the interests of visual amenity in accordance with Policy GEN2 of the adopted Local Plan (2005).

- 2 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

REASON: In the interests of visual amenity in accordance with Policy GEN2 of the adopted Local Plan (2005).

Application no.: UTT/15/2221/AV

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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