Application Ref:  NP/13/0343

Application Type  Full
Grid Ref:  SN05703911
Applicant  Mr R Lanning
Agent  Mr D Ager, Des AGer Planning Consultant
Proposal  Installation of ATM with black GRP surround & internally illuminated white lettering. ATM & surround installed within a white laminate finished security panel replacing part of the existing shop front glazing at high level & relocating the existing post box to the far left hand side of the shop front. ATM surround halo illuminated with blue LED tapes

Site Location  Post Office, Long Street, Newport, Pembrokeshire, SA42 0TJ
Case Officer  Vicki Hirst

Summary

Planning permission is sought for the installation of an ATM machine in the eastern elevation of the existing post office in the centre of Newport. The application raises the issues of the impact upon the character of the building and the visual amenity of the area, the impact upon the amenity levels of the site and surrounding area and the impact on highway safety.

It is considered that this proposal is acceptable and will not cause adverse harm to the character of the building or Conservation Area and Historic Landscape nor to the amenity of the area, surrounding properties or highway safety and as such is recommended for permission subject to conditions.

Consultee Response

Newport Town Council:  Approve
PCC - Transportation & Environment:  No objection
Conservation Officer  No objection - Suggest that white steel backdrop would be better coloured black in order to blend in better with shop fenestration

Public Response

A site notice was erected on 8th August 2013 and neighbour letters sent. No responses have been received at the time of this report.

Policies considered

Please note that these policies can be viewed on the Policies page
Pembrokeshire Coast National Park website -
http://www.pembrokeshirecoast.org.uk/default.asp?PID=549
Officer's Appraisal

Background and Description

This application is on the agenda as the building is owned by a member of the Authority.

The application site comprises an important building on the corner of Bridge Street and Long Street in the centre of Newport town, within the Conservation Area and a registered historic landscape. The subject building is two storey with a rendered finish and slate roof. The ground floor accommodates two retail units, one of which is a post office, with traditional shop fronts. There is residential accommodation at first floor. The building is situated in the defined retail centre in the Local Development Plan. The surrounding properties are a mixture of residential, business and retail use. The building fronts Long Street which is limited in on street parking; however there is a public car park situated a short distance to the north.
Current Proposal

The application seeks to install an ATM cash machine on the front (East) elevation of the post office shop frontage. The ATM machine will be fixed into an existing window opening which will be replaced with a white surrounding steel security panel. The machine is of a modern design with a blue halo illuminated surround with white internally illuminated lettering on a black background. It will replace the existing post box in this location which will be located to the left hand side of the store subject to the approval of Royal Mail.

Advertisement consent has been sought under reference NP/13/0344.

Key Issues

- The principle of development
- The impact upon the character of the building and the visual amenity of the area.
- The impact upon the amenity levels of the site and surrounding area.
- The impact on highway safety

The principle of development

Policy 3 of the LDP refers to the Newport Local Centre and designates Newport as a local centre where the land use priorities include amongst other things to protect and enhance the district shopping centre and community facilities which serve the town and rural hinterland, whilst ensuring that the developments permitted contribute to the protection and enhancement of the town’s special qualities.

The site is located within the retail centre of Newport and will be located on a commercial shop frontage, and as such the cash machine is therefore considered acceptable in principle subject to it being appropriately located and designed.

The impact upon the character of the building, the Conservation Area and the visual amenity of the area.

The proposed ATM machine has been sited to remain in-keeping with the overall design of the frontage. It is not considered to cause any significant detrimental impact upon the character of the shop frontage or the Conservation Area and Historic Landscape in which it is situated. However, whilst the principle of replacing the window with the ATM machine and steel security panel is acceptable, it is considered that further information is required in respect of the details of this panel which is indicated to be in a white colour. It is considered that a more recessive colour would be more acceptable and as such a condition is recommended to relate to this issue. In addition, no detail is provided regarding the location of the post box and a condition requiring details of its relocation are suggested.
The impact upon the amenity levels of the site and surrounding area.

In terms of the impact upon the existing amenity levels of the site, the cash machine is likely to attract more footfall into the area, however in respect of the site’s location and commercial use, this is not considered to cause any significant detrimental impact over and above that existing to existing properties. It is considered more likely that the overall amenity levels of the site will be enhanced as a result of introducing an additional public convenience into the area.

The impact on highway safety.

The subject building is situated on a busy junction in the centre of Newport with limited on street parking available. The introduction of an ATM machine could have the potential for additional short term parking and stopping whilst people access the machine. However, the Highways Authority has raised no objection to this proposal and as such there is no objection on highway safety grounds.

Conclusion

In conclusion it is considered that this proposal is acceptable and will not cause adverse harm to the character of the building or Conservation Area and Historic Landscape, nor to the amenity of the area, surrounding properties or highway safety.

Recommendation

That full permission be granted subject to conditions relating to time, compliance with plans and requiring the further submission and approval of plans relating to the steel security panel and the relocated post box.
EXISTING FRONT ELEVATION
Scale 1:50

EXISTING POST BOX TO BE RELOCATED TO LINE OF SHOP FRONT (TO BE APPROVED BY ROYAL MAIL)

EXISTING PART PLAN
Scale 1:50

EXISTING POST BOX TO BE RELOCATED TO LINE OF SHOP FRONT (TO BE APPROVED BY ROYAL MAIL)

PROPOSED FRONT ELEVATION
Scale 1:50

NEW ATM INSTALLED THROUGH EXISTING WINDOW OPENING. GLAZING TO BE REPLACED WITH STEEL SECURITY PANEL. COLOUR WHITE.

PROPOSED PART PLAN
Scale 1:50

NEW ATM INSTALLED THROUGH EXISTING WINDOW OPENING. COLOUR WHITE.