

Application Ref: NP/13/0344

Application Type	Advert
Grid Ref:	SN05703911
Applicant	Mr R Lanning
Agent	Mr D Ager, Des Ager Planning Consultant
Proposal	Installation of ATM installed 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

This application appears on the Agenda as it relates to a building owned by a member of the Authority.

Advertisement consent 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 following matters which can be considered as part of an application for advertisement consent; amenity and public 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 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>

LDP Policy 01 - National Park Purposes and Duty
LDP Policy 03 - Newport Local Centre
LDP Policy 08 - Special Qualities
LDP Policy 13 - Historic Landscapes Parks and Gardens
LDP Policy 15 - Conservation of the Pembrokeshire Coast National Park
LDP Policy 29 - Sustainable Design
LDP Policy 30 - Amenity
LDP Policy 49 - Retail in the National Park
LDP Policy 50 - Town and District Shopping Centres
LDP Policy 52 - Sustainable Transport
LDP Policy 53 - Impacts on traffic
PPW5 Chapter 03 - Making and Enforcing Planning Decisions
PPW5 Chapter 04 - Planning for Sustainability
PPW5 Chapter 05 - Conserving and Improving Natural Heritage and the Coast
PPW5 Chapter 06 - Conserving the Historic Environment
PPW5 Chapter 10 - Planning for Retailing and Town Centres
SPG05 - Sustainable Design
SPG17 - Conservation Area Proposals
SPG18 - Shopfront Design
TAN 04 - Retailing and Town Centres
TAN 07 - Outdoor Advertisement Control
TAN 12 - Design

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.

Planning permission has been sought under reference NP/13/0343.

Key Issues

The application raises the following matters which can be considered as part of an application for advertisement consent:-

- Amenity
- Public Safety

Amenity:

Criterion 'a' of Policy 15 and criterion 'd' of Policy 30 seek to resist development that would cause significant visual intrusion. Policy 29 seeks to ensure the sustainable design of all new development within the National Park, listing key requirements which developments will be assessed against and Policy 50 encourages development contributes to the character and appearance of the town shopping centre of Newport through appropriate design (criterion 'd'). SPG 18 sets out guidelines for shop front design within the National Park.

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.

Public Safety:

TAN 7 states that Local Planning Authorities should have regard to an advertisement's effect upon the safe use and operation of traffic and

transport, including the safety of pedestrians when assessing its impact on public safety.

Pembrokeshire County Council's Highways Department was consulted to assess issues of public safety and no objections were raised.

Conclusion

The proposal is considered to be acceptable in terms of amenity and public safety and as such, is recommended for approval subject to conditions.

Recommendation

Approve subject to standard advertisement conditions and subject to a condition requiring the further submission and approval of plans relating to the steel security panel.

Newport Post Office



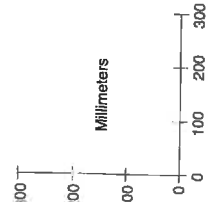
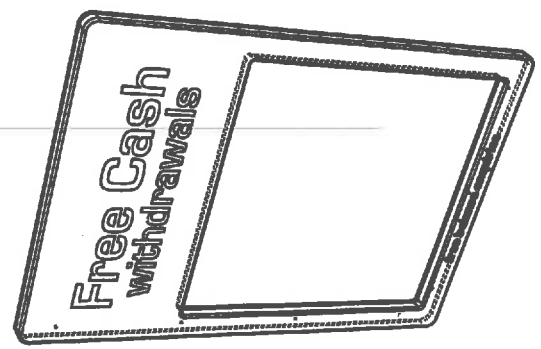
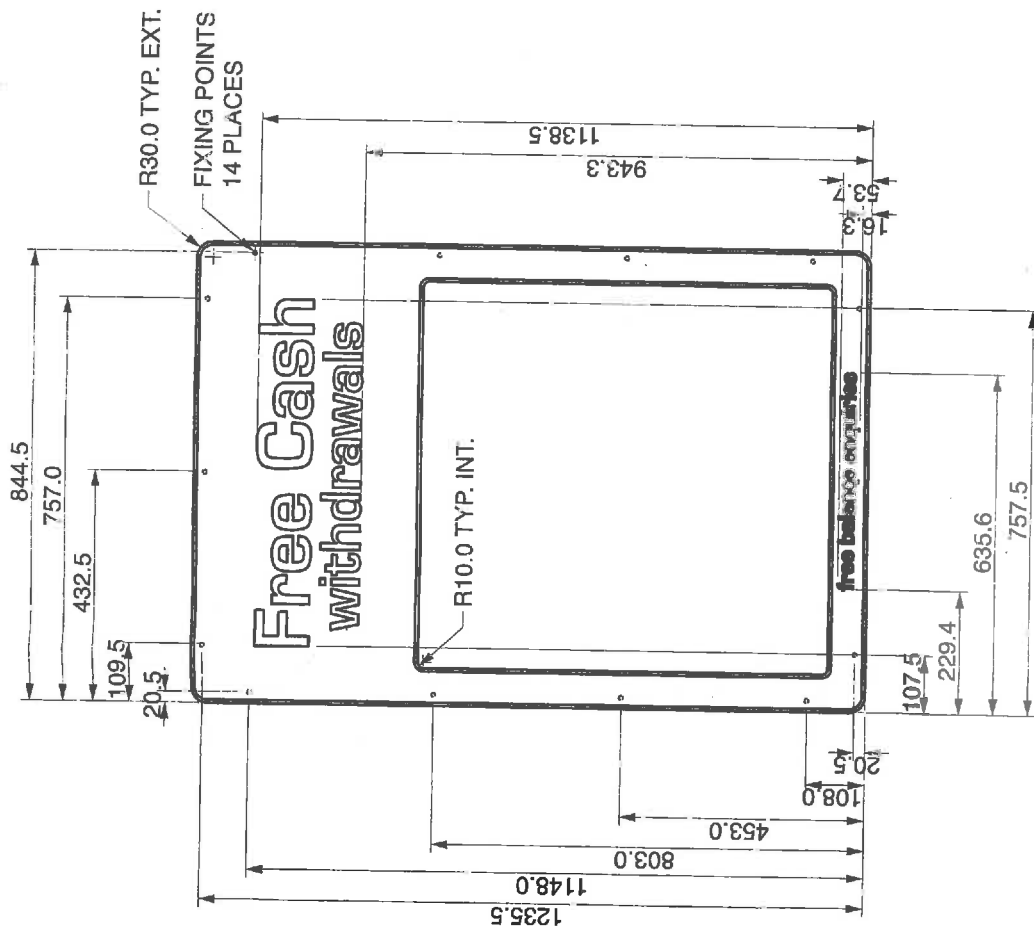
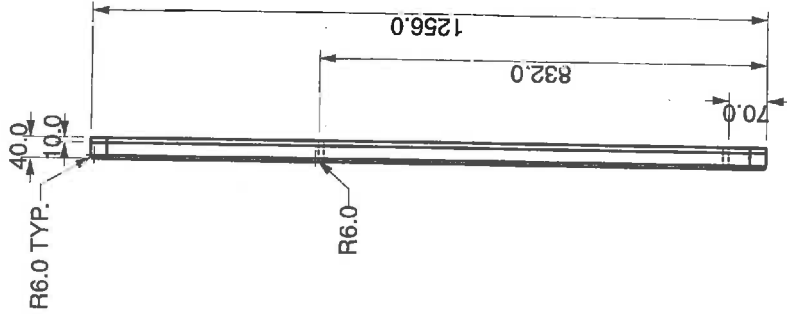
Pembrokeshire Coast
National Park Authority
26 JUL 2013
NP 13 3 44



Newport Post Office
Cross House
Long Street
Newport SA42 0TJ
T010690

OS Mastermap
17 July 2013, ID: BLJT-00244135
www.planningapplicationmaps.co.uk
1:1250 scale print at A4, Centre: 205698 E, 239122 N
© Crown Copyright. Licence no. 100010000





26 JUL 2013
 2009/2013/07/26
 2009/2013/07/26
 2009/2013/07/26



No.1 Wellington Road, Bishopbriggs, Glasgow, G64 2SA

CONTACT: Mark McCracken
 EMAIL: mark@icitech.co.uk
 PHONE: +44 (0) 141 761 4700

PART No:
 DESCRIPTION: 5684 Halo Surround Assembly
 CLIENT: NoteMachine
 PROJECT:
 ASSEMBLY:

MATERIAL: Various
 FINISH:
 WEIGHT: 13344

TOLERANCES
 0 = +/0.5
 0.0 = +/0.2
 0.00 = +/0.1
 0.000 = +/0.05

	NAME	DATE
DRAWN	AL	12/10/2012
SIGNED OFF	MM	12/10/2012

ALL DIMENSION IN MM UNLESS OTHERWISE STATED

REV.	DESCRIPTION	DATE
A	First Draft	12/10/2012
B	Scale offered as per C.Connelly	11/12/2012
		XX.XX.XXXX
		XX.XX.XXXX
		XX.XX.XXXX
		XX.XX.XXXX
		XX.XX.XXXX
		XX.XX.XXXX

33344

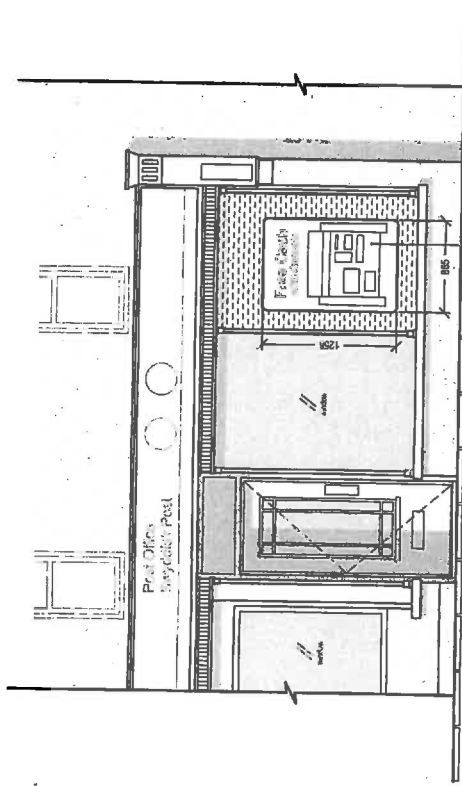
Pembrokeshire County
 Newport Post Office
 28 July 2013
 Date: _____
 Comments: _____

GENERAL NOTES:
 1) All dimensions in millimetres unless otherwise stated.

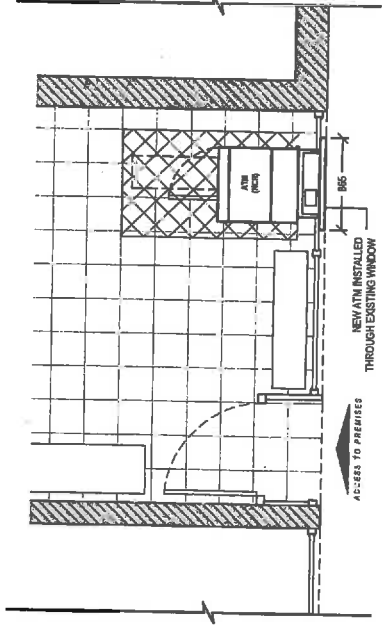
SITE:
NEWPORT POST OFFICE
 Cross House
 Long Street
 Newport
 Pembrokeshire
 SA42 0TJ

Drawing Title:
 Existing & Proposed Elevations and Plans

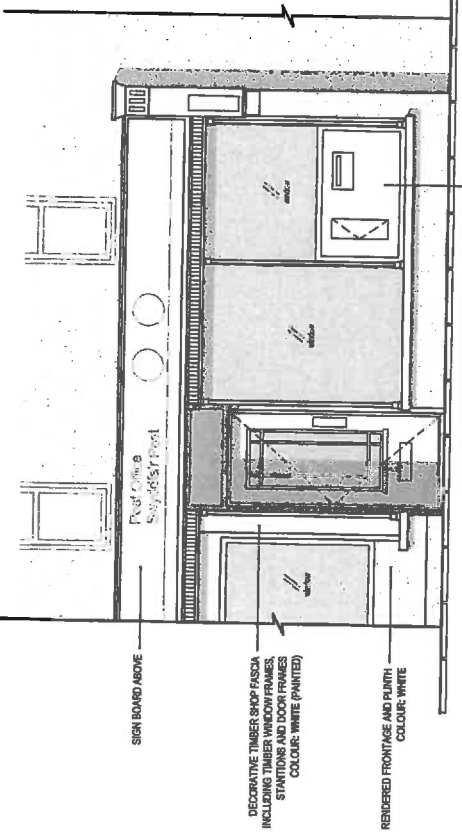
Ref:	Date:	Rev:
	16-07-2013	
Scale:	Sheet:	Date Rev:
1:50	A3	



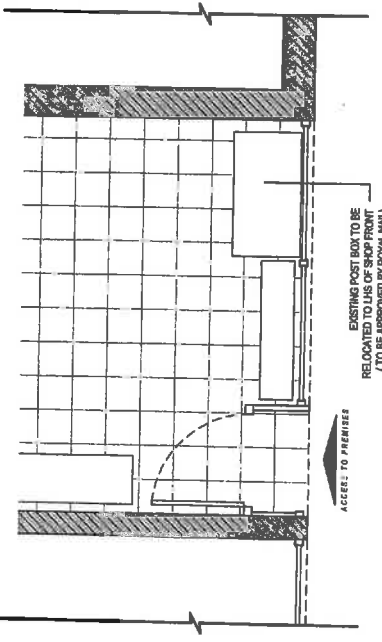
PROPOSED FRONT ELEVATION
 Scale 1:50



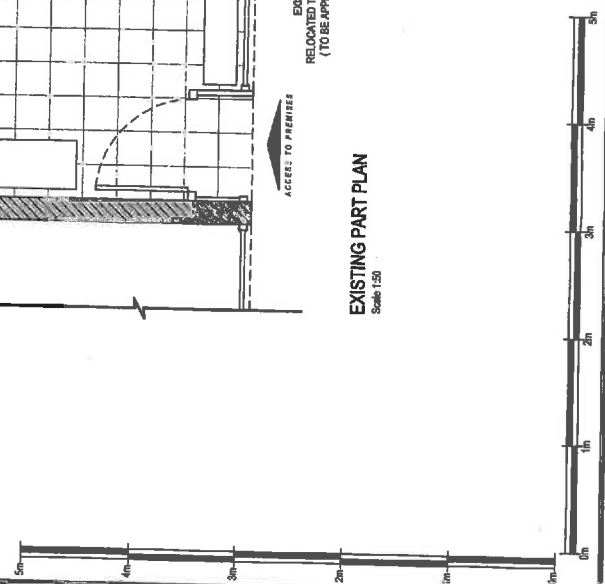
PROPOSED PART PLAN
 Scale 1:50



EXISTING FRONT ELEVATION
 Scale 1:50



EXISTING PART PLAN
 Scale 1:50



SIGN BOARD ABOVE

DECORATIVE TIMBER SHOP FASCIA INCLUDING WINDOW FRAMES, STATIONS AND DOOR FRAMES. COLOUR: WHITE (PAINTED)

RENDERED FRONTAGE AND RAINTH. COLOUR: WHITE