Application Ref: NP/18/0413/LBA

Case Officer  Rob Scourfield  
Applicant  Mrs A Richards  
Agent  Mr D Morgan, David Morgan Architect  
Proposal  Decorative signage on public bar frontage - retrospective  
Site Location  Bar 10, St Georges Street, Tenby, Pembrokeshire, SA70 7JB  
Grid Ref  SN13400040  
Date Valid  13-Jul-2018  
Target Date  06-Sep-2018

The application is referred to the Development Management Committee for consideration as the officers recommendation differs to that of the Town Council.

Delegated status

This application falls within the provisions of the listed building delegation Direction awarded to this Authority by the Welsh Government on 25th July 2012 (as amended).

Consultee Response

CADW - Protection & Policy: No comments  
Tenby Town Council: Recommend Refusal - Considered against all the relevant policies within the LDP members feel that this proposal would have an adverse effect on the qualities of the Conservation Area contrary to Policy 15.

Public Response

The application has been appropriately advertised, and no responses have been received at the time of this report.

Constraints

Special Area of Conservation - within 500m  
LDP Designation  
Policy 50 - LDP Primary Frontage  
Ancient Monument - within 50m  
LDP Centre:60pc aff housing:30 units/ha  
Recreation Character Areas  
Article_4_Directions  
Landscape Character Assessment  
Seascape Character Assessment  
Listed Building - Within 10m

Policies considered

As this application is for listed building consent, section 16 of the Planning (Listed Building and Conservation Areas) Act 1990 requires the local planning authority to have special regard to the desirability of preserving the building, its setting or any...
features of special architectural or historic interest. There is no statutory requirement
to determine the application in accordance with the policies of the development plan.

Technical Advice Note 24 (The Historic Environment) is a material consideration,
with guidance provided by Conservation Principles for the Sustainable Management
of the Historic Environment of Wales (Cadw, 2011).

**Officer’s Appraisal**

Bar 10 operates within the former Regent Hotel, a Grade II listed building on the
north side of St Georges Street, within Tenby conservation area. The three-storey
building retains medieval detail to the rear, facing the churchyard, otherwise much
rebuilt in the mid-C19. The premises formed part of the medieval town hall, along
with the Old Town Hall adjacent.

The façade is rendered and painted with bay windows to the first floor and sash
windows above. Slate roof set behind a parapet. The wide timber painted shop-front
was replaced c. 2003 when much of the façade was reconstructed. The frontage, of
four bays, has traditional pilasters and fascia.

Retrospective listed building consent is being sought for the retention of the
decorative signage on the public bar frontage. The design comprises a fascia
background of individual pinned metal sequin-like disks and applied central numerals
incorporating a logo

The proposed scheme is considered to be in keeping with the character of the listed
building, and its setting in terms of design and form. As such, the application can be
supported subject to conditions.

**Relevant Planning History**

NP/98/0145. Rebuild central section of front elevation. Planning permission granted

**Current Proposal**

The proposal comprises decorative signage on public bar frontage (retrospective) in
the form of individually pinned metal disks to the fascia, with central figure ‘10’
incorporating a simple monogram. The disks are sequin-like, each disk hovering on
its pin and reflecting light. The signage is unusual and may be regarded as quite
innovative, whilst not altering the detail or form of the shopfront. The signage is all
within the existing fascia.

The fascia lettering is regarded as being within the spirit of the Authority’s
supplementary planning guidance in terms of the individually applied lettering and
the avoidance of standardization.

The proposal is considered acceptable in terms of preserving the architectural and
historic character of the property, under the provisions of Circular 61/96 (Planning

Pembrokeshire Coast National Park Authority
Development Management Committee –5th September 2018
In terms of Cadw's Conservation Principles:-

1. Evidential value. The proposal is an obvious ‘modernist’ introduction within the existing shopfront fascia, regarded as respecting the context of the building, originally part of the medieval town hall complex, remodelled later as a commercial premises.

2. Historical Value. The existing fabric proposed for alteration is all late twentieth century.

3. Aesthetic value. The proposal is regarded as an interesting and innovative approach to fascia signage, using materials of high quality.

4. Communal value. The building's communal value as retaining medieval elements and for group value with the old Town Hall remains unchanged.

5. With regards to the objection from Tenby Town Council, evaluating the proposal against the heritage values of the building would suggest that it is appropriate in terms of preserving the character of the listed building. In terms of setting, the overall character of St Georges Street is defined by retail premises, many with traditional timber shopfronts and typical fascia signage with lettering of various designs. In that context, the proposal is considered appropriate, paying special regard to the setting of adjacent listed buildings.

Conclusion

The proposal is considered to be appropriate in terms of size, scale and detail. It is considered to comply with the requirements of TAN 24, and Cadw's Conservation Principles. As such, the application can be supported subject to conditions

Recommendation

That listed building consent be granted subject to the following conditions:

1. The development shall be retained strictly in accordance with the following approved plans and documents: Site plan 1811/PLNG/01 and Heritage Impact Statement received on 11th July 2018.
   **Reason:** In order to be clear on the approved scheme of development in the interests of protecting visual amenity and the special qualities of the National Park. Policy: Local Development Plan – Policies 1 (National Park Purposes and Duty), 8 (Special Qualities), 15 (Conservation of the Pembrokeshire Coast National Park) and 29 (Sustainable Design).