

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 5/08/1998.

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 and the Historic Environment: Historic Buildings and Conservation Areas).

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.

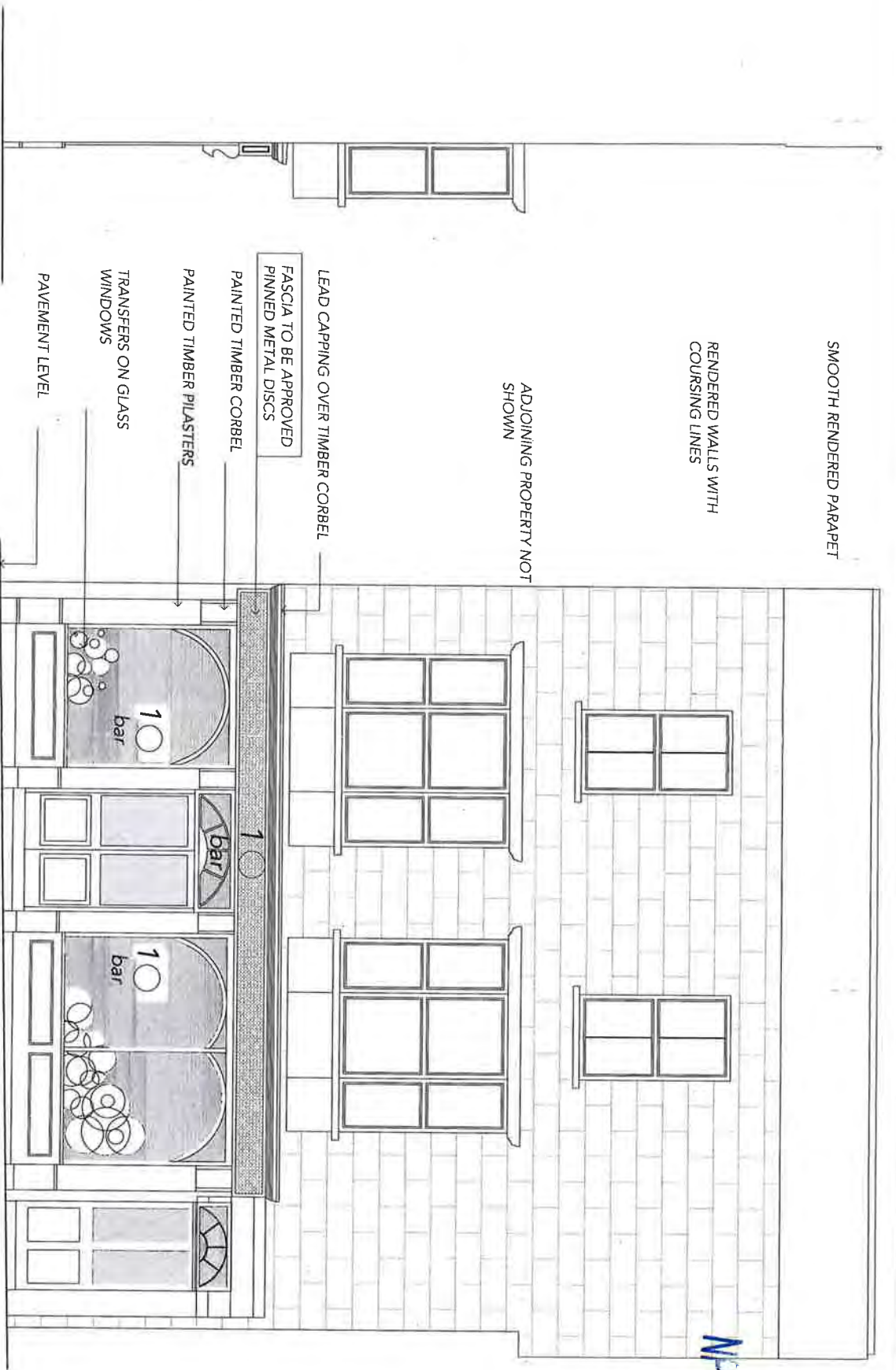
Conclusion

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).



SIDE ELEVATION OF SHOPFRONT

SOUTH ELEVATION

EXISTING STEPS UP INTO BUILDING



Permit/Retrospective Consent
 National Park Authority
 11 JUL 2018
 Awdurauw F330 Cefnllan
 Arfordd Penrhos

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dwg No 1811/PLNG/01 date JULY 2018 drawing title SOUTH ELEVATION scale 1:50@A3 project SIGNAGE ON FASCIA, BAR 10, ST GEORGES STREET, TENBY - RETROSPECTIVE copyright exists on this drawing drawing to be read in conjunction with specification Achieved to be notified of any discrepancies between drawings and Specification Planning Authority only, to scale from drawing David J P Morgan BSc BArch RIBA County Cumbria, Warren Street, TENBY SA70 7J5 tel 01834 218271 (m) 07875298905 email david@dwjdmorgan.com

