

DESIGN AND ACCESS
STATEMENT

NatWest, Royal Bank
of Scotland, 4
Westgate,
Cowbridge, Vale of
Glamorgan, CF71
7RA

PP-03916391

Date: 16th January 2015

Author: NR

Version: 1.0

Design and Access Statement
NatWest – Cowbridge Branch
4 Westgate, Cowbridge, Vale of Glamorgan, CF71 7RA

Introduction

This Design and Access statement has been prepared by S&W on behalf of The Royal Bank of Scotland (RBS), (the Applicant) and is submitted in support of an application for Advertisement Consent and Listed Building Consent for the replacement of already in situ advertisements to the exterior of the frontage elevations of the building at 4 Westgate, Cowbridge, Vale of Glamorgan, CF71 7RA.

NatWest banking group officially known as National Westminster Bank Plc is the largest retail and commercial bank in the UK. The group as it is known today was established by the merger of National Provincial Bank and Westminster Bank. In Ireland NatWest operates as Ulster Bank.

To this date the banking group has a tremendous retail and townscape presence in the UK with a network of approximately 1600 plus branches and 3400 cash machines (some in locations other than branches). The group also offers their customers 24hr Actionline telephone service alongside 24hr online banking facilities.

Presently NatWest Bank is undertaking an extensive rebranding programme throughout their entire branch and stand alone ATM vending networks. This is to improve and reinforce their presence on the high street, providing a quality aesthetic to the town and cityscapes in which they are based, reassuring the customer that they care about their overall banking experience. NatWest Bank's intention is to renovate the existing tired shop fronts, replacing the external shop front signage and replacing some ATM modules so that they are accessible for all.

At the NatWest Cowbridge branch, the banking group wish to remove the existing signage in situ and replace thus with new branded signage. The proposal has been developed in accordance with National and Local Policy concerns.

Site

The site is number 4 Westgate, Cowbridge, Vale of Glamorgan and the building is currently occupied by RBS.

The site is Grade II listed, lying within the Cowbridge with Llanbethian Conservation Area, as designated on the 2nd March 1981

The proposals have been developed in accordance with thus, aiming to be sympathetic to the listed status and surrounding conservation area.

Heritage Record on the site

Location: Near junction with The Butts

History: The National Provincial Bank was established in Cowbridge in 1835; but on the Tithe Map stamped 1843 and apportionment of 1840, the site of the National Bank is shown on the present site of no. 62 High Street.

Exterior: Mid-nineteenth century. Two storeys. Five bay front elevation with stuccoed render and slate gabled roof with stuccoed flanking stacks. On ground floor, four tall segmentally headed sash windows (12-pane, hornless); square prostyle centre porch with stuccoed moulded cornice, rectangular recess in each return and front square-headed doorway in rectangular recess doorway with plain overlight and double mid to later C19 style moulded panelled doors. Five square-headed sash windows (12-pane, horned) on first floor. Late-nineteenth century hood to ground floor doorway in R elevation.

Reason for Listing: Well-preserved 19th century bank building.

Use

The premises, at ground floor level, are currently used as an existing NatWest branch, offering a range of personal and commercial financial and banking services (A2 Use class).

The proposals make provision for no change to the existing use.

Amount

The proposals make no change to the existing floor space.

Scale

The overall scale of the building will remain unchanged by the proposals.

Landscaping

No landscaping areas affected by the proposals.

Planning History

NOVEMBER 2012	External signage alterations	APPROVED
DECEMBER 2002	Installation of ATM with external fascia	APPROVED
OCTOBER 1993	One double-sided externally illuminated hanging sign	APPROVED

Policy consulted

Planning Practice Guidance (PPG) – adopted July 2014.

PPG Edition 7, Chapter 60 Conserving the Historic Environment

Vale of Glamorgan Unitary Development Plan 1996-2011

- ENV17 – Protection of Built and Historic Environment
- ENV20 – Development in Conservation Areas
- ENV22 – Advertisements in Conservation Areas
- ENV23 – Shopfront Design in Conservation Areas

Vale of Glamorgan Draft Local Plan 2011.

- Policy SP6 – Retail
- Policy SP10 Built and Natural Environment
- Policy MD9 – Historic Environment

Cowbridge with Llanbeithian Conservation Area Appraisal

Appearance

The appearance of the building shall remain on the whole, similar to the existing appearance. However, the signage currently in situ on the branch is looking tired and requires upgrading. The 'NatWest Cymru' fascias aim to provide a tidy, uniform appearance across the branch, whilst being small enough to remain in-keeping and sympathetic to the site and surrounding conservation area. Similarly, the addition of a non-illuminated hanging sign, aims to avoid applying the standard NatWest design remit, instead focusing on the need to have due regard to these important buildings in society. The colours chosen are dark, royal colours, which aim to enhance, rather than detract from the buildings special character. The siting of the signage is more or less in the same locations as the existing, therefore aiming to have a similar massing upon the buildings elevations as to not add visual clutter or detract from the buildings special nature.

Access

The current access arrangements regarding vehicles and the movement of pedestrians remain unaffected by the proposals. Taking into account concerns over traffic raised in the Conservation Area Appraisal, the proposed development will not generate any extra traffic on Westgate.

Parking

There are current street parking provisions in place surrounding the site and these remain unchanged by the proposals.

Conclusion

This statement considers the proposal to install new over existing signage to serve the frontage of the NatWest Cowbridge Bank.

This statement has considered the site and surroundings, the details of the proposal (materials, specification, scale, location) and the planning policy relating to heritage assets, on both a national and local scale.

Through the assessment of impact and significance as a Grade II listed building, it is considered that the proposed development will successfully resolve the advertisement issues at the bank whilst also responding to the need to preserve the listed building and

its setting within the Town Centre Conservation Area. The proposed development is respectful towards the building's form and it will not affect the features of architectural interest detailed in the listing and will therefore not result in significant harm. As a result, the proposed development in alignment with policy requirements and is in line with guidance relating to the Cowbridge with Llanbeithian Conservation Area.

Therefore, it is considered that there are no policy grounds or material considerations which should prevent Advertisement Consent and Listed Building Consent from being granted for the proposed development.

Please see planning application supporting documents for drawings and location plans.

Appendix

Front Elevation	
Existing	Proposed
	
ATM	
Existing	Proposed
	
Entrance	
Existing	Proposed

STYLES & WOOD LTD

