

FLINTSHIRE COUNTY COUNCIL

REPORT TO: **PLANNING & DEVELOPMENT CONTROL COMMITTEE**

DATE: **17TH DECEMBER 2014**

REPORT BY: **CHIEF OFFICER (PLANNING AND ENVIRONMENT)**

SUBJECT: **APPEAL BY NOTEMACHINE AGAINST THE DECISION OF FLINTSHIRE COUNTY COUNCIL TO REFUSE PLANNING PERMISSION FOR THE INSTALLATION OF AN ATM AT 18 HIGH STREET, MOLD – DISMISSED.**

1.00 APPLICATION NUMBERS

1.01 051948 and 051961

2.00 APPLICANT

2.01 Mr Roy Lanning

3.00 SITE

3.01 18 High Street,
Mold

4.00 APPLICATION VALID DATE

4.01 28/03/2014

5.00 PURPOSE OF REPORT

5.01 To inform Members of the Inspectors decision in relation to appeals into the delegated decisions of the Local Planning Authority to refuse to grant planning permission and advertisement consent at 18 High Street, Mold. The appeals were dealt with by way of an exchange of written representations and were DISMISSED.

6.00 REPORT

6.01 Introduction

This is a joint appeal that considered planning application ref. 051948 which proposed the installation of an ATM and advertisement consent

ref. 051961 for the installation of surrounding ATM advertisements. The two cases are inextricably linked and have therefore been dealt with jointly.

6.02 Main Issues

When dealing with the installation of the ATM the Inspector considered the main issue to be the effect of the proposal on the character or appearance of Mold Conservation Area. With regards to the associated signage the main issue for consideration is the effect of the proposal on visual amenity.

6.03 Character and Appearance

The appeal premises is a small retail unit on the High Street within Mold Conservation Area. It has a relatively short frontage and is situated under a glazed metalwork portico that frames an entrance into the Daniel Owen shopping precinct.

The shop frontage in this case is in a very prominent position and has a relatively small amount window space associated with it. The Inspector considered the installation of an ATM to take up a disproportionate amount of the shop window which detracts from the character of the shop front as a whole and dominates the appeal building. Furthermore, he considered the materials, colour and form of the ATM to be an incongruous addition to this relatively simple shop front and this detracts from the understated appearance of the shop fronts in the Conservation Area as a whole. The Inspector quoted Policy HE1 of the Flintshire Unitary Development Plan, which states that development in Conservation Areas will only be permitted if it preserves or enhances the character or appearance of the designated area.

The Inspector continued to explain that the combination of the bright coloured advertising together with its height and position would also result in advertising that dominates the appeal property and the adjacent area.

The Inspector considered other nearby ATMs but commented that the relative scale of this proposal together with the colours and prominence make it stand out and the illumination provides further emphasis. Such illumination is not present in other similar ATMs and the development as a whole has a jarring quality, with the illumination meaning that this harm persists into the hours of darkness.

7.00 CONCLUSION

7.01 The Inspector concluded that the development in this case is an incongruous and overly dominant feature that undermines the character and appearance of the appeal building and of the Conservation Area as a whole. It is therefore contrary to Policy HE1 of the Flintshire Unitary Development Plan. He also concluded that the

associated advertising would be detrimental to the interests of amenity.

- 7.02 For the reasons given above and having considered all other matters raised, the Inspector concluded that the appeals should be DISMISSED.

LIST OF BACKGROUND DOCUMENTS

Planning Application & Supporting Documents
National & Local Planning Policy
Responses to Consultation
Responses to Publicity

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