

Context Appraisal

NatWest, 50 Station Road, Llanishen

**LEWISAND
HICKEY**



NatWest

Overview

This document should be read in conjunction with all drawings and information submitted in support of the advertisement consent application, as well as the 'NatWest Vision' document which outlines our wider approach to digital facilities.

Location: 50 Station Road, Llanishen, Cardiff, CF14 5QP

Heritage Context:

- Branch is not in a listed building
- Branch is not within or adjacent to a conservation area

Relevant Guidance: Shop Fronts and Signage Supplementary Planning Guidance (Oct 2011)

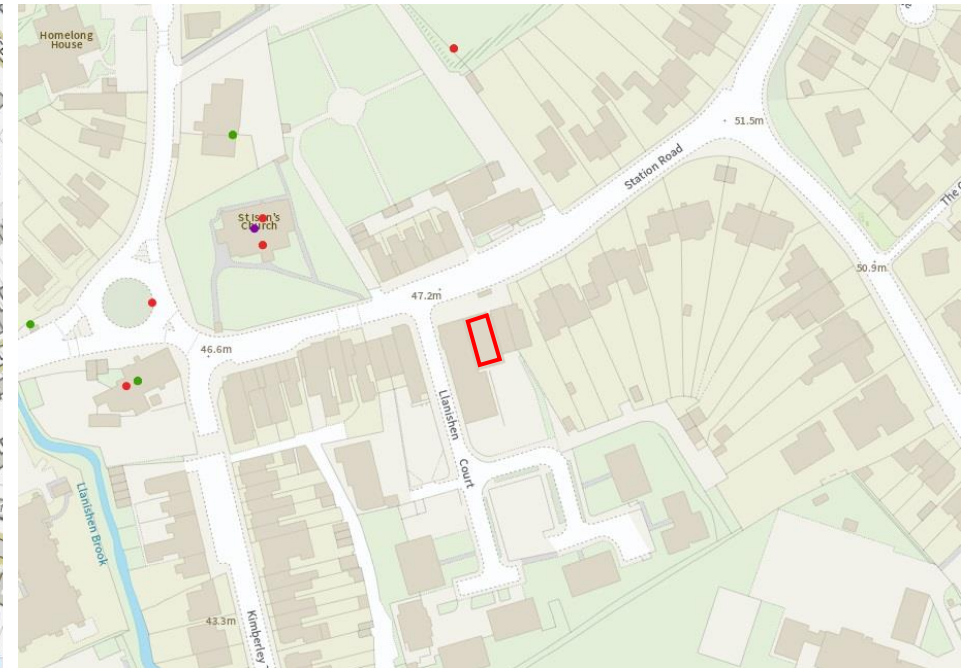
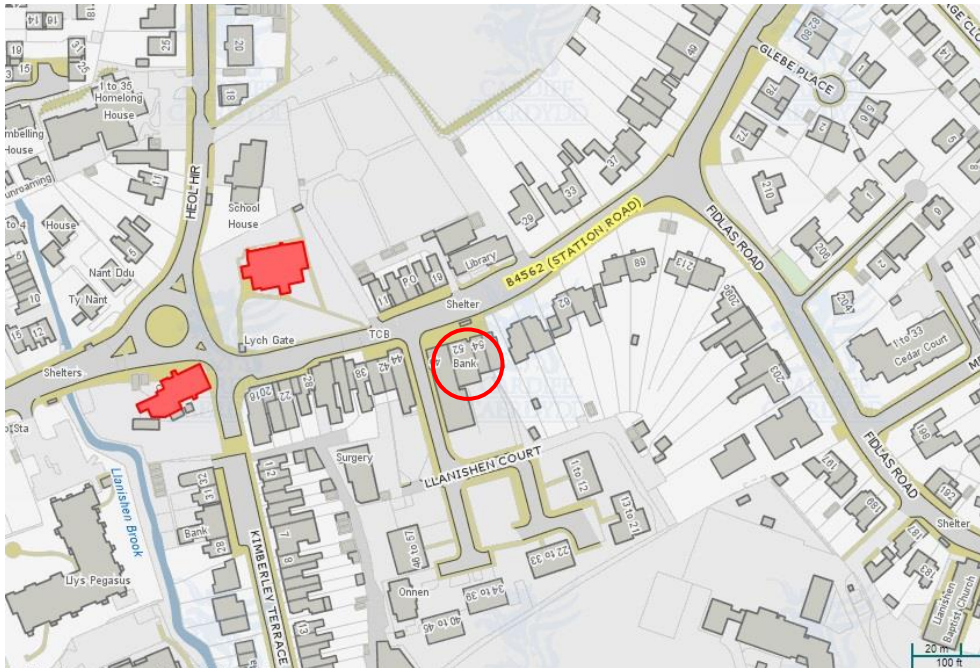
Application History:

- A/15/00103/MNR - (Granted in Jun 2015) (Proposal for advertisement signage)
- A/02/00125/N - (Granted in Sep 2002) (Display signs)

Proposal: Display digital screen (internally mounted).

Location

The NatWest branch is located on Station Road close to St Isan's Church (Grade II* listed building) but not in a direct vicinity to the church. There are not any conservation areas located nearby.



Heritage Context

Not applicable as the Branch is located neither in a listed building nor within or adjacent to a conservation area.

Advertisement Context

As part of our assessment of the building's context we have reviewed other examples of advertisement and signage within windows of nearby properties at Station Road area. We have selected examples which are either of a similar building type or similar signage type, or both.



Princiaplity, 18 Station Road
Large format suspended illuminated poster signage within shopfront windows.



Lloyds, 29 Kimberley Terrace
Large format suspended illuminated poster signage within shopfront windows.

Summary:

It is felt that the proposed installation of new signage is respectful of the building's character and is in keeping with its wider streetscape

- **The digital screen will be of a similar scale and form to existing illuminated paper posters currently installed within the windows of the building.**
- **Its installation will not have a detrimental impact upon street views, since it will not be visible until adjacent to, opposite or passing the building.**
- **Although no reference to digital signage is made within 'Shop Fronts and Signage Supplementary Planning Guidance (Oct 2011)', it is our opinion that the proposals are in keeping with the principles of the guide.**

Please refer to 'NatWest Vision' supporting document for further information on proposed signage type and rationale for its installation.

- **Replacement of paper advertising with digital advertising aligns with NatWest Climate Positive goals, reducing paper usage and waste, and aligns with Cardiff Council's aims to support businesses and the national agenda.**

Proposed Elevation Visuals:

