

Planning Statement

Unit 15b, Crown Glass Shopping Centre, Nailsea, BS48 1RD

(Full Planning Permission)

HSBC

August 2023

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1) Introduction

Background

1. This Planning Statement has been prepared on behalf of our client, HSBC (“the applicant”), to support an application for full planning permission for shopfront alterations including the installation of a Community Cash Pod (“CCP”) and associated advertisement consent at Unit 15b Crown Glass Shopping Centre, Nailsea (hereafter referred to as “the site”).
2. The site is located within the authority boundary of North Somerset Council and has been vacant since September 2022.
3. The following description of development is proposed:

“Full planning permission and advertisement consent for shopfront alterations including the installation of a Community Cash Pod (“CCP”), a new door to service the CCP and associated advertisement consent.”

Community Cash Pods

4. HSBC’s customer preferences are evolving and have changed rapidly in recently years, with remote banking becoming the norm for the majority of banking customers, with HSBC reporting that 90% of people now conduct their banking exclusively online¹. Over the past 5-years use of HSBC’s branch network by regular customers has fallen by 65% with 99% of cash withdrawals now made via ATMs². As a consequence, HSBC are investing in and adapting its UK wide branch infrastructure to reflect changing banking patterns, with the installation of community cash pods (“CCPs”) across a number of locations. CCPs are designed to provide access to cash for customers who have historically relied on branch services but may struggle to travel to a branch or persons with low financial or digital capability who may find it difficult to use online or telephone banking. Using the same technology recently installed in HSBC branches CCPs are designed to provide HSBC customers and non-customers with traditional ATM facilities such as cash withdrawal, PIN unlock/reset, mini statements, and credit card payments, with additional functionality to enable HSBC personal and business customers to deposit cash into their accounts using their debit card.
5. CCPs will utilise intelligent cash recycling, meaning that an efficient cash recycling ecosystem can be achieved in each location. This will be supported by HSBC’s operational partners Loomis and Cennox who will undertake cash replenishment, maintenance and cleaning services. Whilst cash replenishment will initially be scheduled for weekly visits this will reduce over time. The CCP will be cleaned weekly to ensure they maintain a clean and tidy appearance. A steel secure room provides cash in transit and engineers with a safe and secure environment to replenish cash and service the devices, whilst the exterior has been clad in recycled materials. Further information on the materiality of the proposals in relation to the proposals at the site can be found in Section 3 of this Statement.
6. CCPs serve a commercial function and provide essential financial services to visiting members of the public, appropriate to its position within a retail high street.

¹ HSBC, 2023 - <https://www.hsbc.co.uk/ways-to-bank/branch-banking/>

² HSBC, 2023 - <https://www.hsbc.co.uk/ways-to-bank/branch-banking/>

Structure of the Planning Statement

7. The remainder of this Statement is structured as follows:
 - Section 2: Site Overview
 - Section 3: Proposed Development
 - Section 4: Planning Policy Context;
 - Section 5: Planning Considerations; and
 - Section 6: Summary and Planning Balance

2) Site Overview

Description of Site and Surrounds

8. The site comprises of a 17.28sqm (186sqft) retail unit, located within the Crown Glass Shopping Centre, a designated retail centre. The vacant unit is immediately bound by Dominos to the west, Crown Glass Place pedestrian dwell space and through routes to the north and east, and further retail units to the south.
9. The surrounding area is home to other Class E uses, with occupiers including the Mortgage Advice Bureau, Lloyds Bank, and supermarkets and a wider range of uses including hot food takeaways.
10. The site has been vacant since September 2022.
11. An indicative site location plan can be found at Figure 1.

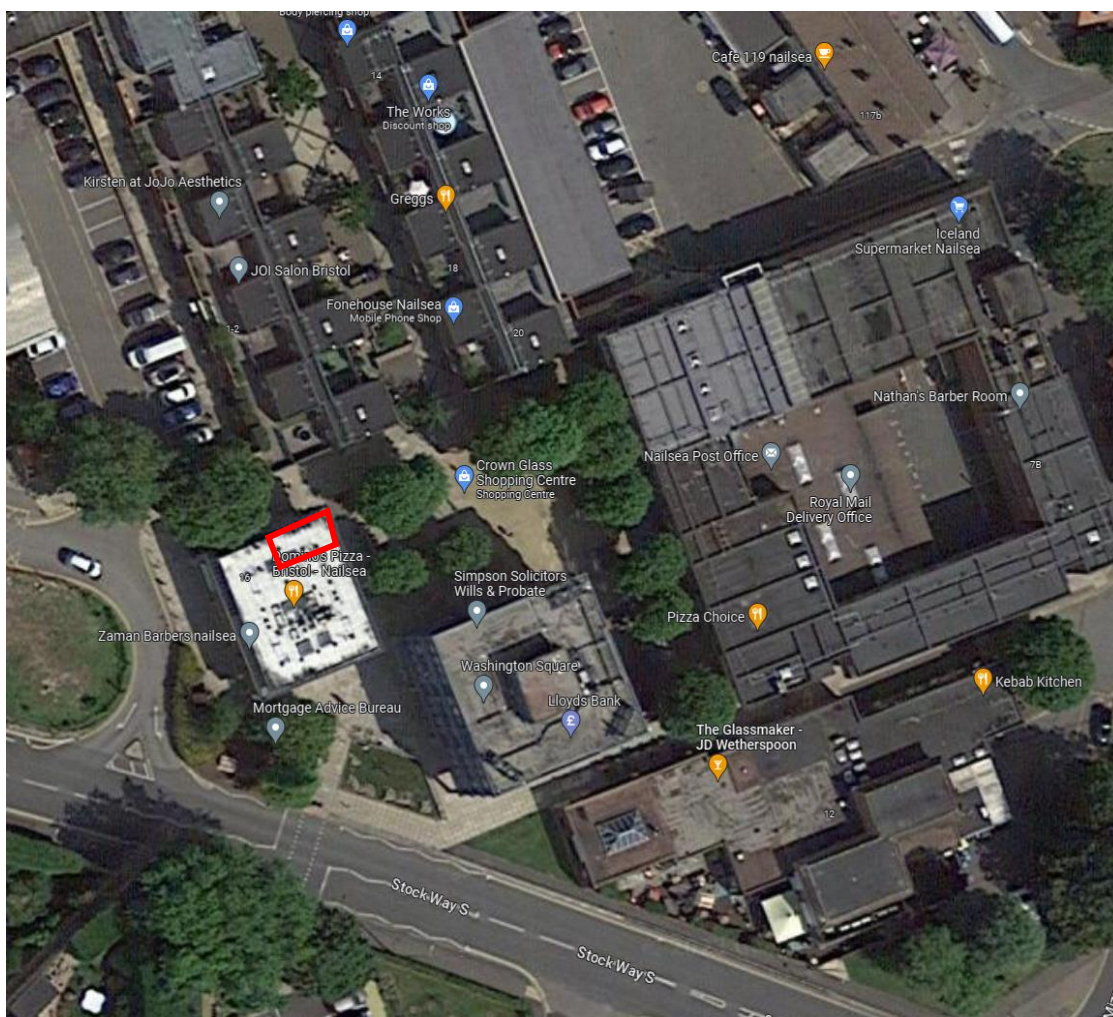


Figure 1: Site location (Source: Google Maps with CBRE markup)

12. Pedestrian access to the site is currently from Crown Glass Place.

13. The nearest bus top is situated circa 87m to the west of the site and provides a service to Bristol and Link Road on a half hourly basis.
14. The Crown Glass Shopping Centre’s car park is located approximately 74m to the west of the site and provides free parking for up to 3 hours.
15. The site is located in Flood Zone 1, which according to the Environment Agency, is ‘very low risk’. This term means there is less than 0.1% chance of flooding in any year.

Designations and Allocations

16. The site is designated as a primary shopping area as identified in Policy DM63 of the Sites and Policies Plan Part 1: Development Management Policies.
17. The site is not allocated for a particular use in the Local Plan.
18. The site is located within the settlement boundary of Nailsea and is identified as forming part of the Nailsea Town Centre.
19. The site is not statutorily listed, nor it is located within the vicinity of any statutorily listed heritage assets. It is not located within a Conservation Area.

Relevant Planning History

20. A planning history search using North Somerset Council’s online planning records has been carried out and identifies the following applications in relation to unit 15b.

Table 1: Relevant applications relating to the site

Reference	Development Description	Decision
16/P/1770/F	Divide existing ground floor retail unit into three separate retail units, to include change of shop frontage	Approved, 26.08.2016
13/P/1604/ADV	Advertisement consent for 1no. internally illuminated fascia sign, 1no. internally illuminated projecting sign and 4no. non-illuminated fascia panels	Approved, 21.10.2013
11/P/1706/ADV	Installation of 3 internally illuminated fascia signs with existing trough light and 2 internally illuminated projecting signs	Approved, 21.10.2011
06/P/0644/ADV	Erection of 5 externally illuminated fascia signs and 2 internally illuminated projecting signs.	Approved, 05.05.2006
95/1115	Internal alterations to existing premises and replacement of shopfront	Approved, 31.07.1995

95/1114/A	3 fascia signs and 2 projecting signs	Approved, 31.07.1995
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3) Proposed Development

Introduction

21. As noted in Section 1, the description of the proposed development (‘the Development’) can be described as follows:

“Full planning permission and advertisement consent for shopfront alterations including the installation of a Community Cash Pod (“CCP”), a new door to service the CCP and associated advertisement consent.”

22. The proposals are a result of an iterative design process, taking into consideration the site's immediate surroundings and prioritising the enhancement and activation of the currently vacant unit.

23. Table 2 outlines the individual development elements of the proposal, with commentary provided. Further detail in relation to materials, positioning and design can be found in the associated drawings submitted as part of this application.

Table 2: Proposed Development Elements and Commentary

Development Element	Commentary
Full planning consent	<p>The development proposes to:</p> <ul style="list-style-type: none"> - Replace the frontage of unit 15b and maintain a level access shopfront with an entrance door. The proposed door will provide servicing staff access to the rear of the CCP. - Install a rotating CCP (model Hyosung MX8200ST) to the front elevation of the unit. The proposed CCP will rotate 180° on the spot so that the machine can undergo maintenance and replenishment from the inside by staff, in a safe and secure manner.
Advertisement consent	<ul style="list-style-type: none"> - Advertisement of HSBC information will be included to the front elevation as shown in 420 drawings CNX-DRW-37629-PLANNING-PROPOSED and CNX-DRW-37629-PLANNING-VISUAL - The advertisement is made of a combination of acrylic/vinyl and foamex. The RAL colours for the advertisement have been provided separately. - Logo is illuminated with a light sheet burning at 5200k Halo illumination, if halo lit is illuminated using led light strip burning at 5200k - Candela/Luminaire is c. 420cdl M2

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- No other part of the proposals requires advertisement consent.
-

24. The proposal will deliver a number of key benefits to the local area including:

- Bringing into use long vacant retail unit;
- Providing a 24/7 active frontage with frequent visitors; and
- Providing quick and efficient financial services for the Nailsea local community.

Format of the Application

25. In addition to this Planning Statement, the submitted planning application includes the following plans (and associated section drawings) and supporting documents:

- Location Plan
- Remote Site Proposal. Drawing No: CNX-DRW-37629-VISUAL
- Remote Site Proposal Proposed Elevations, Cross Section A-A and Existing Plan. Drawing No: CNX-DRW-37629-PROPOSED
- Remote Site Proposals Existing Elevations, Cross Section A-A and Existing Plan. Drawing No: CNX-DRW-37629-EXISTING
- Remote Site Proposal Floor Plan and Internal Elevation CNX-DRW-37629-POD

4) Planning Policy Context

Introduction

26. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the provisions of the Development Plan, unless material considerations indicate otherwise. In this instance, the relevant Development Plan and primary material considerations for the area comprise the following:
- Core Strategy
 - Sites and Policies Plan – Parts 1 and 2
 - Policies Map
 - Neighbourhood Plans
 - West of England Joint Waste Core Strategy
 - Supplementary Planning Advice

National Planning Policy

27. The revised National Planning Policy Framework (published 20th July 2021) (“NPPF”) sets out the Government’s planning policies for England and how these are expected to be applied. The NPPF must be taken into account in preparing the development plan and is a material consideration in planning decisions.
28. The NPPF is based on three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways. These three objectives are outlined in Paragraph 8 of the NPPF and comprise:
- a) an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;
 - b) a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being; and
 - c) an environmental objective – to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy
29. The NPPF is framed around the presumption in favour of sustainable development outlined in Paragraph 11. For decision taking the presumption in favour of sustainable development means approving development proposals that accord with an up to date development plan without delay.

30. As there is no change to the floorspace and the Change of Use is to continue to provide Class E use in a designated primary shopping area of a Town Centre, a Sequential Assessment and Retail Impact Assessment are not required, in accordance with the requirements of Chapter 7 of the NPPF.

Chapter 7 – Ensuring the Vitality of Town Centres

31. Chapter 7 of the NPPF concerns ensuring the vitality of Town Centres. Paragraph 86 notes that planning policies and decisions should support the role that Town Centre play at the heart of local communities, by taking a positive approach to their growth, management and adaptation (our emphasis), including the promotion of their vitality and viability.

Chapter 8 – Promoting Healthy and Safe Communities

32. Paragraph 92 notes that planning decisions should aim to achieve healthy, inclusive and safe places which:
- Promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other – for example through mixed-use developments, strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages;
 - Are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion – for example through the use of attractive, well-designed, clear and legible pedestrian and cycle routes, and high quality public space, which encourage the active and continual use of public areas; and
 - Enable and support healthy lifestyles, especially where this would address identified local health and well-being needs – for example through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling.

Chapter 11 – Making Effective Use of Land

33. Planning policies and decisions should promote an effective use of land, with policies and decisions encouraging multiple benefits from urban and rural land. Paragraph 120 goes on to set out that planning decisions should, inter alia: encourage multiple benefits from both urban and rural land, including through mixed use schemes; give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs; and promote and support the development of under-utilised land and buildings.
34. Paragraph 121 confirms that local planning authorities should take a proactive role in identifying and helping to bring forward land that may be suitable for meeting development needs, including identifying opportunities to facilitate land assembly, supported where necessary by compulsory purchase powers, where this can help to bring more land forward for meeting development needs and/or secure better development outcomes.

Chapter 12 – Achieving Well-Designed Places

35. Paragraph 105 identifies that the planning system should actively manage patterns of growth and that significant development should be focused at locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. Paragraph 130 requires that planning decisions should ensure that developments:
- will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

- are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
- are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);
- establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
- optimize the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
- create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

Chapter 15 – Conserving and Enhancing the Natural Environment

36. Paragraph 187 outlines that decisions should ensure that new development can be integrated effectively with existing businesses and community facilities (such as places of worship, pubs, music venues and sports clubs). Existing businesses and facilities should not have unreasonable restrictions placed on them as a result of development permitted after they were established. Where the operation of an existing business or community facility could have a significant adverse effect on new development (including changes of use) in its vicinity, the applicant (or ‘agent of change’) should be required to provide suitable mitigation before the development has been completed.

Adopted Local Planning Policy

North Somerset Core Strategy (2017)

37. Adopted in January 2017, the North Somerset Core Strategy provides the broad long-term vision, objectives, and strategic planning policies for North Somerset up to 2026.
38. The most relevant polices for the Core Strategy are summarised in table 3.

Table 3: Summary of the Core Strategy policies

Topic/Policy	Summary
Vision 4 Nailsea Vision	The vision expresses how Nailsea will be a thriving, prosperous settlement and local service centre which provides for both its population and that of the rural hinterland. Opportunities for redevelopment of the town centre will be harnessed where this will improve the leisure and retail offer, ensuring it becomes a focal point for activity within the town. The design of these new places will be of exceptional quality and evoke pride.
Priority Objective 6	Improve the vibrancy, prosperity, distinctiveness, quality, and range of local services by encouraging environmental enhancements and regeneration opportunities in Clevedon, Nailsea and Portishead.
CS2: Delivering Sustainable Design and Construction	New non-residential development should demonstrate a commitment to sustainable design and construction.
CS12: Achieving High Quality Design and Place Making	High quality architecture and urban design will be sought from development demonstrating a robust design process that have clearly considered the existing context. The development should function well, supporting sustainable land uses and seek to improve the image of the area. Poor design standards in individual buildings is not acceptable. Proposals are required to demonstrate sensitivity to the existing local character and take opportunity to enhance the sense of place and local identity through well thought out design. Where existing design is not of high quality, proposals should actively aim to enhance the area through good design.
CS21: Retail Hierarchy and Provision	Regeneration of Clevedon, Nailsea and Portishead will be supported to improve the quality of retailing of these centres providing that they: <ul style="list-style-type: none"> - Are of scale appropriate to the size and role of these centres; - Support the creation of a comfortable, safe, attractive, and accessible shopping environment; and - Improve the mix of town centre uses.

Development Management Policies: Sites and Policies Plan Part 1 (2016)

- 39. The Development Management Policies: Sites and Policies part 1 document was adopted in July 2016. The site and Policies documents bring forward the detailed development plan policies which complement the strategic context set out in the Core strategy.
- 40. The most relevant policies from the Development Management Policies: Sites and Policies part 1 document are summarised in table 4.

Table 4: Summary of relevant policies from the Development Management Policies: Site and Policies Plan Part 1

Topic/Policy	Summary
DM32: High Quality Design and Place-Making	<p>The design of new development should contribute to the creation of high quality, distinctive, functional, and sustainable places. The designs should be sensitive to the local character, and the setting, and enhance the area, taking into consideration the existing context. In determining whether the design is acceptable, account will be taken of whether:</p> <ul style="list-style-type: none"> - The siting, landscaping, levels, density, form, scale, height, massing, detailing, colour, and materials are appropriate and respect the characteristics of the site and surroundings. - The site integrates with the surrounding environment. - The design reflects the need to deter crime and enhance security.
DM33: Inclusive Access into Non-residential Buildings and Spaces	<p>The entrance into the public building must be accessible for everyone who may wish to use a building, facility, or area of open space on an inclusive basis. Designs should make no physical distinction between the people who are able to use them. Applicants will be required to demonstrate in supporting documents such as the Design and Access Statement that inclusive access arrangements have been taken into account and included in the design solution.</p>
DM60: Town Centres	<p>The vibrancy, vitality, and community focus provided by the town centres will be maintained and enhanced. Proposals for main town centre uses within these areas will, in principle, be supported provided they contribute to the improvement of the town centre. In assessing this, the proposal should:</p> <ul style="list-style-type: none"> - Make a positive contribution to the centre’s identity and heritage - Enhance the mix or quality of uses at the centre - Create additional community benefits and activities - Secure the redevelopment or improvement of buildings, features or areas which detract from the quality or appearance of the centre. - Do not adversely impact on the role and function of the centre. - Do not prejudice the delivery of proposed redevelopment schemes
DM63: Primary Shopping Areas	<p>Within the primary shopping areas of Clevedon, Nailsea, Portishead and Weston-super-Mare defined on the Policies Map ‘A’ class (now Class E) uses will be supported.</p>
DM64: Primary Shopping Frontages	<p>Within the primary shopping frontages defined on the Policies Map proposals for A1 uses (now Class E) will be supported.</p>

Proposals for a change of use at ground floor level from A1 will only be permitted if the following criteria can be met;

- The proposal is for an A Class use; and
 - The proposal would make a positive contribution to the viability, vitality, and diversity of the primary shopping area; and
 - Would not result in a loss of footfall but ideally create additional footfall; and
 - Would extend the range of activities available to shoppers and other users so as to enhance the experience of visiting the centre; and
 - Would not fragment any part of the shopping frontage by creating or contributing to a significant break in the active frontage or result in a use which creates an inactive daytime use;
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Shopfront Design Guide SPD (2019)

41. The Shopfront Design Guide Supplementary Planning Document (SPD) was adopted in September 2019 and intends to help those proposing to alter or install a new shopfront or to convert a shop into residential or another form of accommodation and sets out what is required in terms of permission and statutory consents.
42. Section 2 of the SPD sets out the 6 key design principles which are stated below:
 - The character and significance of buildings and their surroundings should be preserved or enhanced by the implementation of well-designed shopfronts using appropriate, high-quality materials;
 - Shopfront alterations should retain and enhance the original architectural features of a building rather than hide or detract from them. Repair rather than replace historic architectural features;
 - Shopfront or fascia signage should enhance the design of the building rather than detract from it;
 - Alterations should seek to ensure access for all;
 - Residential conversions of shops should seek to retain original shopfront features where these are of historic interest and/ or contribute to the character of the area; and
 - Development within a conservation area should pay special attention to the desirability of preserving or enhancing the character or appearance of that area.
43. Section 3.6 specifically states that individual letters mounted onto the fascia should be well-proportioned, respect the character area of the shop or business and are appropriately fixed using minimal pins.
44. Section 3.8 discusses shopfront advertising and how there will be no more than 1no. fascia sign per unit permitted.
45. Section 4 concerns the accessibility for all and states that alterations to shops should seek to ensure access for all users.
46. Section 5 has regard to security and explains that projecting shutter boxes and security shutters will not be supported because of their poor-quality appearance. The placement of an alarm box or camera should not detract from the character or architectural integrity of the building. Security equipment that is on display can undermine the perceptions of safety.

Emerging Local Planning Policy

47. North Somerset Council are in the process of preparing their new Local Plan, whilst the emerging plan is not yet formally adopted and as such does not form part of the Development Plan for North Somerset Council, the emerging Plan contains emerging policies and proposals which will guide development within North Somerset. In the latest Local Development Scheme (“LDS”) (published in December 2022), North Somerset Council outline the ongoing timescales for the preparation and adoption of the Plan. The LDS identifies the following timescales:
- Consultation on pre-submission Plan (Reg 19) – April - May 2023
 - Submission to the Secretary of State (Reg 22) – July 2023
 - Examination Hearings Period (Reg 24) – October 2023 – January 2024
 - Inspector’s Report (Reg 25) – February 2024
 - Adoption – March 2024
48. It is anticipated the above timescales will slip by a number of months, as a consultation of the pre-submission plan has not yet been undertaken. Given the status of the Local Plan and in accordance with the NPPF, limited weight is given to the emerging Local Plan at this stage and as such no further consideration is given to the plan in this Statement.

6) Planning Considerations

Introduction

49. Section 38 (6) of the Planning and Compulsory Purchase Act 2004 requires the determination of the Application to be made in accordance with the Development Plan, unless material considerations indicate otherwise. This section sets out a review of the development in the context of the relevant national and local planning policies set out in the Planning Policy Section of this report. This section is structured as follows:

- Principle of Use
- Principle of Development
- Shopfront Proposals/ Advertisement Consent
- Access and Servicing
- Design

Principle of Use

50. CCPs serve a commercial function and provide essential financial services to visiting members of the public, appropriate to its position within a retail high street. CCPs in accordance with the definition of Class E uses as outlined in the Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020 are considered to be Class E in nature and as such no change of use is proposed, and the proposals will continue the extant use of the site as Class E.

51. Table 5 below demonstrates examples of where the Use Classes CCPs (or equivalent devices e.g. Automated Telling Machines/ Multi-Functional Devices) have been defined as Class E.

Table 5: comparable Examples

Reference Number and Local Authority	Description and Decision	Comment
2014/07845/PA Birmingham City Council	Installation of freestanding ATM Approved 22/12/2014	Use Class identified as Use Class A1 (now Use Class E).
11/P/1416/F North Somerset Council	Installation of ATM pod and 6no. security bollards to west (front) elevation. Approved 12/09/2011	Use Class identified as Use Class A1 (now Use Class E).

2018/9138302 Warrington Borough Council	Retention of an installed ATM pod on concrete base, and five bollards surrounding pod.	Use Class identified as Use Class A1 (now Use Class E).
Approved 25/05/2018		
16/0627/FUL Richmond Borough Council	Retention of an installed ATM Pod in grey finished steel with grey steel ATM fascia and non illuminated white yellow and red decal signage. Lettering 'Cashzone' and 'free cash withdrawals and balance enquiries' Installed three black steel anti ram raid bollards to the concrete base and four bollards in front and to the side of the ATM Pod.	Use Class identified as Use Class A1 (now Use Class E).
Approved 18/04/2016		

Principle of Development

52. The site is located within Nailsea Town Centre which is identified within the hierarchy of centres in Policy CS21 of the North Somerset Core Strategy. Policy CS21 details on how retail redevelopment within North Somerset will be addressed through the redevelopment and regeneration of town centres, such as Nailsea, to improve quality and quantity. It is sited within a sustainable location for all users with nearby parking facilities as well as bus stops being located within walking distance giving greater access for the community.
53. In addition, the site is also located within the primary shopping area within Nailsea as outlined in policy DM63 of the Development Management Policies: Site and Policies Plan part 1 document. The policy states that Class A uses (now Class E) are considered acceptable, in principle, in this area. The proposals seek to continue the lawful use of the site as Class E.
54. Policy DM33 of the Development Management Policies: Site and Policies Plan part 1 document discusses inclusive access for non-residential buildings. The unit is located on the corner on a building next to a walkway that provides access between the Crown Glass Shopping Centre car park and the shopping centre itself as well as a nearby pedestrian crossing over Stock Way Street. The surrounding topography remains flat and the development proposes an entrance that is flush with the paving in the shopping centre. This provides suitable access for all users to the CCP.
55. The principle of the use is appropriate in this location and are in accordance with Policy CS21 of the Core Strategy, and Policies DM33 and DM63 of the Development Management Policies: Site and Policies Plan part 1 document.
56. Policy CS2 of the Core Strategy requires applicants to demonstrate a commitment to sustainable design. HSBC are proposing to clad the exterior of the unit with cedar batons and aluminium which are considered a sustainable materials.
57. Policy CS12 of the Core Strategy describes how the applicant needs to achieve high quality design and use the proposals for place making. Proposals are required to demonstrate sensitivity to the existing local character and take opportunity to enhance the sense of place. These designs and materials have been carefully considered

through an iterative design process and aim to elevate the façade of the unit whilst remaining in keeping with the surrounding area.

58. It is considered the shopfront proposals are in accordance with policy CS2 and CS12 of the Core Strategy.
59. Similar to Policy CS12 of the Core Strategy, Policy DM32 of the Development Management Policies: Site and Policies Plan part 1 document requires development to contribute to the creation of high quality, distinctive, functional, and sustainable places. Furthermore, the design should deter crime and enhance security. The proposals include a secure room inside the unit for cash replacement. This can be accessed by a lockable external door and will not be accessible by the public.
60. Policy DM60 concerns the town centre uses and ensures that vibrancy, vitality, and community focused uses are maintained and enhanced in the town centre. The proposals will not adversely impact the town centre and will deliver a much-needed community facility, as well as bringing a vacant unit back into use which safeguards the future of the town centre.
61. Section 3.8 of the Shopfronts Design Guide SPD has regard to shopfront advertising. The section explains how signage should be kept to a minimum and there should only be an advertisement on facades with windows. Due to the use of the unit and for security, there are no windows providing visibility into the unit proposed. However, there will be an advertisement on the front and sides façade's where the windows would usually be situated.
62. Therefore, the proposals are considered in accordance with Policies CS2 and CS 12 of the Core Strategy, DM32 and DM60 of the Development Management Policies: Site and Policies Plan part 1 document, and the Shopfront Design Guide SPD.

Design including Lighting

63. North Somerset Council's Shopfront Design Guide SPD states that illuminated advertisements are considered appropriate on uses that are accessible of an evening. The design should be sympathetic to the building and wider street setting. The designs produced by Cennox have been selected following an iterative design process. There has been careful consideration into the proposals to ensure the most appropriate style of advertisement including the approach to lighting, is used as well as being sensitive to the surrounding area. Therefore, it is considered that the proposals are in accordance with the Shopfront Design Guide.
64. The proposed logo will be illuminated with static light. In accordance with Policy CS2 and CS12 of the Core Strategy along with Policies DM32, DM33 and DM60 of the Development Management Policies: Site and Policies Plan part 1 document, the proposals will assist in reinforcing the positive sense of place by enhancing the shopfront and contributing to the vitality, viability, and activity of Nailsea Town Centre.

Access and Servicing

65. The proposals aim to provide a service to customers who have previously relied upon branch services but now have limited access to another branch on the online/telephone banking services. The technology used for the cash pods is the same standard as found in branch, therefore offering the same convenient services, with the additional benefit that the CCP is accessible 24/7 a significant benefit over and above standard branch opening hours. The proposal will serve both HSBC and non-HSBC customers as they will also function as a traditional ATM with cash withdrawal facilities. This creates a facility accessible for all users and is therefore in accordance with policy DM33 of the Development Management Policies: Site and Policies Plan part 1 document.
66. In addition, the CCPs will utilise intelligent cash recycling, meaning that an efficient cash recycling ecosystem can be achieved in each location. This will be supported by our partners Loomis and Cennox who will undertake cash replenishment, maintenance, and cleaning services. Whilst cash replenishment will initially be scheduled for weekly

visits this will reduce over time, and cash pods will be cleaned weekly to ensure they maintain a clean and tidy appearance. A steel secure room provides cash in transit and engineers with a safe and secure environment to replenish cash and service the devices, whilst the exterior has been cladded in recycled materials to provide a more pleasing outlook.

7) Summary and Planning Balance

92. This Planning Statement supports a full planning application for shopfront alterations at the site including the installation of a CCP, a new door to service the CCP and associated advertisement consent at the ground floor of Unit 15b, Crown Glass Place, Crown Glass Shopping Centre.
93. The proposed development will deliver a number of benefits and constitutes sustainable development in accordance with Paragraph 11 of the NPPF by providing 24/7 community financial servicing and maximising the re-use of brownfield land by bringing back into use a currently vacant retail unit. The proposals will enhance the unit's front and side elevations and will be a positive design feature which creates a uniform elevation with the remainder of the surrounding area's shopfronts. The proposals will allow for the creation of an active frontage and the installation of a CCP device to serve the local community irrespective of whether they are or are not HSBC customers.
94. This Planning Statement explains how the development addresses local and national planning policies. The proposed development is appropriate in its context and will ensure the vitality and viability of Nailsea Town Centre. This application accords with the Development Plan and National Planning Policy, therefore it should be approved without delay. We trust that the enclosed is satisfactory and look forward to receiving confirmation that the application has been validated in due course.