

DELEGATED REPORT

Application No:	P/22/0068
Site Address:	McDonalds Restaurant Unit A Cyfarthfa Retail Park Swansea Road Merthyr Tydfil
Development:	Proposed signage scheme
Case Officer:	Caroline Pulley
Site Visit:	25th March 2022
Application Expiry Date:	16th May 2022
Consultation reply date expired:	15th April 2022

APPLICATION SITE

The application site relates to the McDonalds Restaurant located in Cyfarthfa Retail Park. The site measures approximately 0.10 hectares and is served by an extensive car parking area, which appears to also be used in association with other businesses on the retail park, i.e. KFC and two other vacant units.

PROPOSED DEVELOPMENT

Advertisement consent is sought for a signage scheme at McDonald's Restaurant in Cyfarthfa Retail Park. The application seeks consent to install a wall mounted banner sign on the south-west elevation of the building, erect four digital menu boards adjacent to the drive through lane and install a 15" digital booth screen to the rear of the restaurant building. It also seeks permission for the relocation of an existing banner sign to the east of the restaurant building.

Specifically the application seeks consent for the following signs:

- Sign 1 – Erection of two digital menu boards made from grey PPC aluminium. The menu boards would be internally illuminated and would measure 1.57m wide, 1.36m in height and 0.1m in depth. Each menu board would be mounted on an aluminium stand measuring a maximum of 0.55m wide, 0.68m in height and a maximum of 0.41m wide.
- Sign 2 – Erection of two single digital menu boards, also made from grey PPC aluminium. The menu boards would be internally illuminated and would measure 0.84m wide, 1.36m in height and 0.1m in depth. Each menu board would be mounted on an aluminium stand measuring a maximum of 0.55m wide, 0.68m in height and a maximum of 0.42m wide.

- A wall mounted 'McDonalds' banner sign would measure 4.8m wide, 1.1m in height and 0.12m in depth. This sign would not be illuminated.
- The relocation of an existing non-illuminated banner sign, measuring 4.8m wide 1.1m in height and 0.19m in depth, mounted on a grey 1m high stand.
- A 15" aluminium digital screen is also proposed to be installed to the booth on the north western elevation of the premises.

Details of the proposed changes to the restaurant building and its drive through lane have been included with this submission; however, this aspect of the scheme is subject of a separate planning application ref. P/22/0069.

PLANNING HISTORY

P/19/0236 – Erect 4 digital freestanding signs and 1 digital booth screen – Approved: 23rd October 2019.

P/14/0215 - Reconfiguration of existing signage with addition of new signage (due to minor changes to drive thru layout) – Approved: 13th October 2014.

P/14/0214 – Minor alterations to drive-thru, existing corral area to be replaced with new corral area – Approved: 13th October 2014.

P/12/0354 – Alterations to drive thru lane to provide twin point ordering. The installation of two customer ordering display with associated canopies, and the re-configuration of existing signage to suit new drive thru layout – Approved: 4th February 2013.

P/12/0337 – Advertisement consent application to drive thru lane to provide twin ordering point, to include the installation of twin ordering displays with associated canopies and the reconfiguration of existing signage to suit new drive through layout – Approved: 24th January 2013.

P/10/0019 – Refurbishment of external elevations and patio area and other associated external works – Approved: 24th March 2010.

P/10/0013 – Installation of new signage to building and erection of new free standing signage – Approved: 29th March 2010.

CONSULTATION

Head of Engineering: No objection.

Welsh Government Highways Division: No objection.

PUBLICITY

In accordance with the Town and Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to the adjoining properties and a site notice was displayed within the vicinity of the site.

No letters of objection were received following this publicity exercise.

POLICY CONTEXT

National Policy

The Future Wales – the National Plan 2040 sets out a strategy for addressing key national priorities through the planning system, including sustaining and developing a vibrant economy, achieving decarbonisation and climate-resilience, developing strong ecosystems and improving the health and well-being of our communities.

- National Planning Policy: Planning Policy Wales (PPW) (Edition 7, July 2014) and Technical Advice Note 7 – Outdoor Advertisement Control (1996).

PPW states that applications for advertisements consent are to be considered on the grounds of public safety and amenity. Paragraph 3.5 specifically states that in assessing public safety, *‘...the test...is whether the advertisement itself, or the exact location of the proposed for its display, is likely to be so distracting or confusing that it creates a hazard to, or endangers, people in the vicinity...’* Paragraph 3.5.2 refers to amenity, and states that *‘...the test...is whether it will adversely affect the appearance of the building, or of the immediate neighbourhood, where it is to be displayed...’*

Local Policy

Merthyr Tydfil County Borough Council Replacement Local Development Plan (LDP) 2016-2031:

Policy SW11 – Sustainable design and Placemaking

PLANNING CONSIDERATIONS

The issues to consider under the assessment of this application relate to whether the proposed advertisements are acceptable with regard to their impact upon the character and appearance of the area and upon public safety and amenity.

Regard has been had for the impact of the signage on public safety. However it is not considered that the proposed signage would have any adverse impact in this respect. As noted previously, the application has come forward as part of a minor scheme which seeks to make small modifications to the overall layout of the site. The proposed signage is generally of a similar nature and siting to the signage which would be replaced as part of this scheme. Furthermore, the Council's Head of Engineering has considered the proposal and has raised no objections to the scheme.

The proposed signage scheme is also considered acceptable in terms of its visual impact. The existing McDonalds restaurant is an established business located within the Cyfarthfa Retail Park, where numerous illuminated signs, of various scales, designs and finishes, form part of its character and adds to its vibrancy and vitality. The freestanding adverts although prominent when viewed from within the car park, would not be viewed from the A470, since the McDonalds site is relatively well enclosed by an existing timber fence and mature vegetation/hedgerow beyond. The proposed adverts, in terms of their number, scale, siting and illumination, would also closely reflect the adverts already existing and would be therefore be fitting to its surrounding context. The digital screen is a small scale and discrete advert which would also be considered acceptable. As such, the proposed

adverts would not result in a prominent, intrusive or incongruous form of advertisement, particularly when viewed against this retail background and would therefore comply with Policy SW11 of the LDP.

The duty to improve the economic, social, environmental and cultural well-being of Wales, in accordance with the sustainable development principle, under section 3 of the Well-Being of Future Generations (Wales) Act 2015 ("the WBFG Act") has been taken into consideration when determining this application. In reaching the following recommendation, the ways of working set out at section 5 of the WBFG Act have been considered and thus the proposal is in accordance with the sustainable development principle through its contribution towards one or more of the Welsh Ministers well-being objectives set out as required by section 8 of the WBFG Act.

Accordingly the following recommendation is made:

RECOMMENDATION: BE APPROVED

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

22/4/22