

Our ref. : AB2211/LPA250522

Town Planning Division
Merthyr Tydfil County Borough Council
Unit 5
Pentrebach
CF48 4TQ

25th May 2022

Dear Sir/Madam,

**FULL PLANNING APPLICATION AND ASSOCIATED EXPRESS ADVERTISEMENT CONSENT APPLICATION
KFC, UNIT B, CYFARTHFA RETAIL PARK, SWANSEA ROAD, MERTHYR TYDFIL, CF48 1HY**

On behalf of our clients, Demipower 2017 Ltd. please find enclosed a full planning application and associated express advertisement consent application relating to the existing KFC premises at Unit B, Cyfarthfa Retail Park, Swansea Road, Merthyr Tydfil, CF48 1HY.

This planning application and associated express advertisement consent application, both of which are being submitted to Merthyr Tydfil County Borough Council (the LPA) electronically by way of the Planning Applications Wales website, comprises the following documentation ;

- Completed application forms and ownership certificates.
- Completed Community Infrastructure Levy (CIL) forms.
- This covering letter prepared by Beamish Planning Consultancy, incorporating a supporting planning statement.
- 1:1250 scale OS plan of application site and surrounding area.
- Drawing no. MTD21/120 Revision B – existing site plan prepared by AW Architectural Design.
- Drawing no. MTD21/121 Revision D – proposed site plan prepared by AW Architectural Design.
- Drawing no. MTD21/122 Revision B – proposed drive-thru lane alterations prepared by AW Architectural Design.
- Drawing no. J32-6507-001 – swept path analysis (van using proposed dual drive-thru lane) prepared by mode transport planning.
- Drawing no. J32-6507-002 – swept path analysis (large car using proposed dual drive-thru lane) prepared by mode transport planning.
- Specification of KFC drive-thru order point totem signage.
- Specification of outdoor digital menu board.

Payment of the statutory planning application fee of £230 and the statutory express advertisement consent application fee of £120 has been made electronically when submitting these applications via the Planning Applications Wales website.

Description of application site and surroundings

The application site currently comprises a rectangular shaped building (with a canopy-type structure incorporated into the south-west facing elevation of the building) and associated car park and 'drive-thru' lane which encircles the building in a clockwise direction.

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The building is in lawful use as a mixed restaurant and hot food takeaway operated by KFC, and vehicular access into and out of the site is achieved by way of an access road, which in turns lead to a roundabout junction on the A4102 (Swansea Road) to the north-east of the application site. Pedestrian access is also achieved by way of an entrance/exit point to the north-west of the building leading between the building and the access road.

The application building is one of 3 buildings located within Cyfarthfa Retail Park, with another building in mixed restaurant and hot food takeaway use and incorporating a 'drive-thru' lane (operated by McDonalds) is located at the opposite end of the retail park to the application site, and also another building which is currently vacant.

Within a short walking distance of the application site, to the east, lies Cyfarthfa Shopping Park, which comprises a variety of retail stores and a restaurant served by a large communal parking area.

Relevant recent planning history of application site and surroundings

There is no recent planning history relating to the application site, with the most recent planning history dating back to August 2013 when planning permission (application ref. P/13/0202) was granted for the following development ;

'Erection of new entrance portico, new front entrance door, refurbishment of building, new external paved area, installation of external furniture with jumbrellas and umbrellas, new planters and other minor external works.'

In conjunction with the above planning application, the LPA also granted express advertisement consent (application ref. P/13/0203) in August 2013 for the installation of associated new signage.

In February 2013, the LPA granted planning permission (application ref. P/12/0354) and express advertisement consent (application ref. P/12/0337) for the following development to the McDonalds store within the same retail park ;

'Alterations to drive through lane to provide twin point ordering. The installation of two customer ordering displays with associated canopies and the reconfiguration of existing signage to suit new drive through layout.'

Proposals which are the subject of these applications

Planning permission is sought for the reconfiguration of the existing 'drive-thru' lane serving the KFC premises so that the existing single lane order point becomes a dual lane order point, and following the placement of an order, vehicles will then continue their circulation around the existing, unchanged 'drive-thru' lane.

Full details of the proposed works are illustrated by way of accompanying drawing no. MTD21/122 Revision B, and that drawing illustrates how the proposed reconfiguration will result in the loss of an existing external seating area, as well as the associated reconfiguration of the pedestrian route into/out of the site from/to the north-east, incorporating new pedestrian barriers and a small extension of the tarmac pavement.

Express advertisement consent is sought for the proposed 4 new double digital display boards, as they exceed 1.55 square metres in area, and the submission includes full details of those display boards. All other new signage will benefit from deemed advertisement consent.

Relevant planning policies and associated guidance

At local level and having regard to the specific nature of the proposals and the location of the application site, the development plan currently comprises the Merthyr Tydfil Replacement Local Development Plan, which was adopted by the LPA in January 2020.

Also of relevance at local level is the LPA's Supplementary Planning Guidance (SPG) Note No. 4 (Sustainable Design) which was adopted in July 2013.

At national level, the latest Planning Policy Wales (edition 11) was published in February 2021 and seeks to ensure that the planning system contributes towards the delivery of sustainable development and improves the social, economic, environmental and cultural well-being of Wales.

Planning appraisal

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that, if regard is to be had to the Development Plan for the purpose of any determination to be made under the planning Acts, the determination must be made in accordance with the plan, unless material considerations indicate otherwise.

The key considerations arising from the proposals which are the subject of this planning application are transport/highway considerations and also design and appearance considerations. Firstly, the addition of a dual lane order point will assist in reducing the possibility of vehicles wishing to access the 'drive-thru' lane from queuing back beyond the curtilage of the site itself and onto the surrounding highway network.

Accordingly, the proposed introduction of a dual lane order point will improve the existing vehicular circulation both within the application site and around the immediate vicinity, thereby complying with adopted Replacement Local Development Plan policy SW12 (Improving the Transport Network).

Accompanying drawing nos. J32-6507-001 and J32-6507-002, prepared by mode transport planning, demonstrate how both a large car and a van would be able to circulate around the proposed dual lane order point (and the whole of the 'drive-thru' lane).

The modest alterations to the existing pedestrian access, the associated installation of new pedestrian barriers and the loss of the external seating area are all minor in nature and would not have any impact upon the design or appearance of the building or the application site in general, thereby according with adopted Replacement Local Development Plan policy SW11 (Sustainable Design and Placemaking) and also SPD Note No. 4 (Sustainable Design).

Turning to the proposed signage, when assessing an express advertisement consent application the only material considerations which can be taken into consideration are amenity and public safety.

The proposed 4 new double digital display boards are simple and proportionate in both size and appearance having regard to the scale of the application site as a whole, and nor does the proposed signage over-dominate the appearance of either the application site or its surroundings or result in the clutter or proliferation of signage. Additionally, the proposed signage has no adverse impact upon public safety.

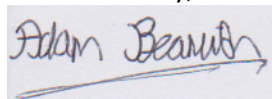
Conclusion

For the reasons set out within this submission, planning permission should be granted for the proposed reconfiguration of the existing 'drive-thru' lane serving the KFC to create a dual lane order point, subject to the imposition of appropriate, necessary and reasonable conditions, the content of which we welcome discussions with the Case Officer regarding in due course.

Similarly, the proposed signage will have no adverse impact upon amenity or public safety, and therefore express advertisement consent should be granted for that signage, subject to the standard advertisement conditions.

We look forward to corresponding with the Case Officer to whom these applications are allocated in the coming weeks, but should any further information or clarification be required please do not hesitate to contact us.

Yours faithfully,



Adam Beamish
BA (Hons), DIP TRP, MRTPI

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