

# STUDIO WINTER

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12<sup>th</sup> September 2019

our ref: 06/1047 Trago Mills, Merthyr Tydfil  
your ref:

## Design & Access Statement (rev.A)

### 1. Proposal

- 1.1. The proposal is for the formalisation of the erection of an external sign within the ground of the Trago Mills site (see Plate 1).



Plate 1 – view of main Swansea Road site entrance

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- 1.2. The sign will be mounted to a masonry wall located on the north side of the internal peripheral road, near the DIY customer collection point, above the roundabout on the A470 (see Plate 2).



Plate 2 – view of proposed sign from roundabout on A470

- 1.3. The sign will be supported on a masonry wall, which has already been commenced.
- 1.4. The accompanying drawings include a scale drawing of the proposed sign graphics/text in the company colour blue, which is again noted on the proposed sign elevations.
- 1.5. It is proposed that the sign will be gently illuminated by a separate light source shining onto the sign from below.
- 1.6. The sign is proposed to be a permanent feature of the development.

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## 2. Planning History

2.1. Below is a list of the primary planning approvals/applications for the Trago Mills site. The main retail store has now been constructed and the approved leisure areas are to be brought into beneficial occupation by 21<sup>st</sup> April 2020.

| Application Reference | Application Type          | Decision          |
|-----------------------|---------------------------|-------------------|
| 52/9/98/0061          | Depositions               | Approved          |
| P/00/0268             | Outline                   | Approved          |
| 52/P/01/0025          | Groundworks               | Approved          |
| P/03/0130             | Reserved matters          | Approved          |
| P/04/0102             | Roundabout                | Approved          |
| P/08/0105             | Groundworks               | Approved          |
| P/10/0014             | Extension to Retail Store | Approved          |
| P/19/0173             | 2 Sales Pitches           | Awaiting decision |

## 3. Planning Policy

3.1. The Trago Mills site is mostly outside of any specific land designations (the existing approved leisure plateau), and part within the Green Wedge (Policy AS5) / Landscape of Historic Interest (Policy AS4) / Coal Safeguarding Area (Policy BW10) (the Brynteg Farm lands), as identified in the Merthyr Tydfil County Borough Council online mapping resource – see plate 4.

### Local Development Plan Map

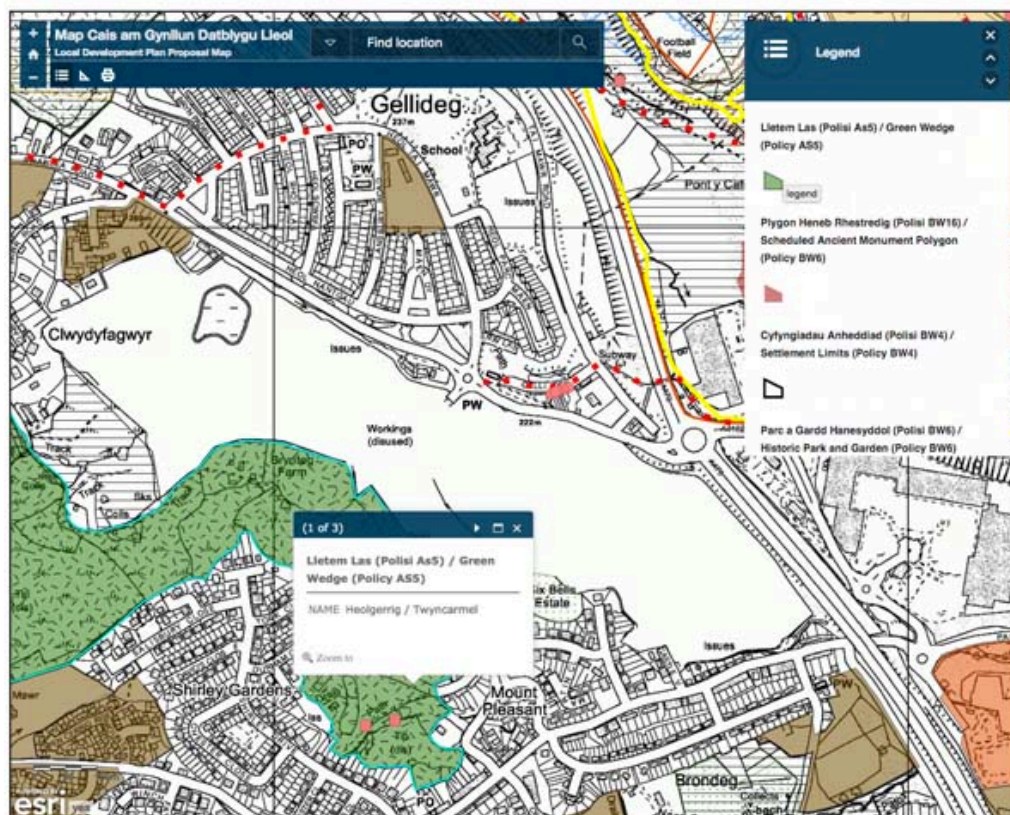


Plate 4 – extract from the Merthyr Tydfil County Borough Council online mapping resource

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## 4. Access

- 4.1. The objective is to ensure ease of access for all.
- 4.2. The existing retail development is in operation. This proposal does not seek to materially affect the access routes and modes of transport used to access the Trago site (car, bus, coach, motorcycle, bicycle, and on foot) or within the development itself.
- 4.3. It is not believed the proposal will affect the vehicle numbers at Trago.

## 5. Character

- 5.1. The objectives are:
  - Sustaining or enhancing local character
  - Promoting legible development
  - Promoting a successful relationship between public and private space
  - Promoting quality, choice and variety
  - Promoting innovative design
- 5.2. The original detailed permission included a café, food takeaway and ice cream kiosk operated by Trago, together with 11 small franchise units operated by independent business. These areas are allowed to sell foodstuffs, but the main Trago retail store is not, by way of planning conditions
- 5.3. This site in Merthyr Tydfil is a departure from the established sites in Devon and Cornwall where Trago and their corporate building style are relatively well known. As such, whilst the corporate image of the buildings is replicated at this site, it is less well known in Wales, so this retail development will benefit some signage in key areas.
- 5.4. The northern elevation of the store is a key elevation in terms of advertising the site to the wider world.
- 5.5. The east, south and west elevations/aspects of the retail areas of the site are more enclosed and face housing, meaning that to advertise the development to the outside world, anything physical needs to be on the northern side of the site, above the A470 or Swansea Road.
- 5.6. The sign is proposed to be located above the roundabout on the A470, on the north side of the Trago site, meaning the store itself will block views of the sign from east/west/south vantage points.

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## 6. Community Safety

- 6.1. The objectives are:
- Ensuring attractive, safe public spaces
  - Security through natural surveillance
- 6.2. The site security will not be affected by this proposal.
- 6.3. Given the measures already in place, which include 24hour security, locked site gates out of hours, extensive external lighting and out of hours security patrols, it is suggested that the proposal will not have a negative impact on safety.

## 7. Environmental Sustainability

- 7.1. The objectives are:
- Achieving efficient use and protection of natural resources
  - Enhancing biodiversity
  - Designing for change
- 7.2. The proposed sign does not seek to make any physical changes to the buildings of the development as currently existing.
- 7.3. The proposal includes for lighting, but the located proposed is above an illuminated roundabout, and in front on an illuminated customer collection point, meaning that artificial lighting is already present in the locality so this is not an introduction of lighting into an otherwise dark sky area.
- 7.4. It is suggested that there will be a less than significant affect on natural resources and biodiversity as a result of this proposal.

## 8. Movement

- 8.1. The objective is to promote sustainable means of travel.
- 8.2. The proposal will neither affect the current nor future means of travel for the Trago site.

## 9. Sustainability

- 9.1. Trago currently employs over 300 members of staff at the Merthyr store, with additional staff employed by the independent traders in the permanent franchise units and these two sales pitches, most of whom live locally, adding to the economic sustainability and prosperity of Merthyr Tydfil itself, not only through the provision of jobs but also the employees spending in the local market place which in turns supports other local businesses.

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## 10. Conclusions

- 10.1. The proposed sign is within an existing retail environment.
- 10.2. The application site is not within any land restricted by planning policy.
- 10.3. Access to and within the Trago site will not be negatively affected by this application.
- 10.4. The character of the Trago site will not be negatively affected by allowing external illuminated sign.
- 10.5. It is believed that the proposal will be a benefit to the Trago site but will not have a negative impact on the wider context.
- 10.6. Community safety will not be negatively affected as a result of this application.
- 10.7. The illuminated sign will not negatively affect environmental sustainability.
- 10.8. Movement to and around the sites will not be restricted by the proposal.
- 10.9. The sign will add to the economic sustainability of Merthyr Tydfil.

