

REFERENCE: A/19/20/ADV

APPLICANT: Leyshon Flint & Sons Bridgend Road, Penyfaï CF31 4LL

LOCATION: Leyshon Flint & Sons, Bridgend Road, Penyfaï CF31 4LL

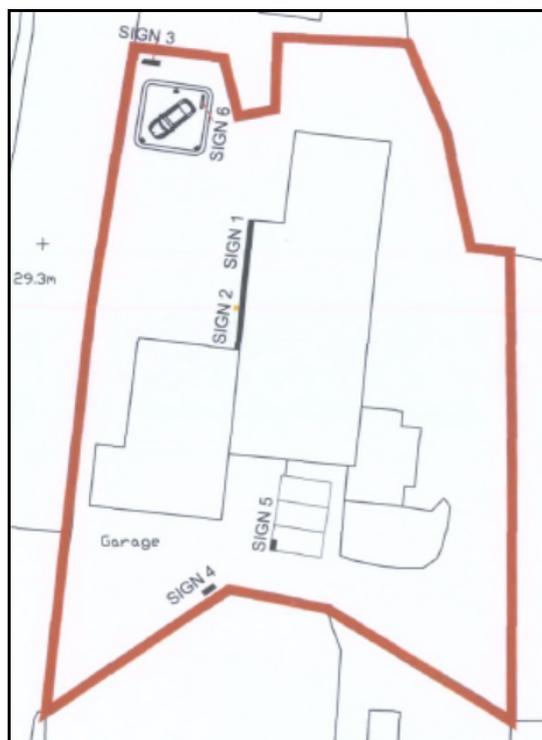
PROPOSAL: Proposed new advertisement signage

RECEIVED: 8th August 2019

SITE INSPECTED: 29th August 2019

DESCRIPTION OF PROPOSED DEVELOPMENT

This application seeks Advertisement Consent for the replacement of various signs at Leyshon Flint & Sons, Bridgend Road, Penyfaï. As demonstrated below, a total of six signs are proposed to be installed:



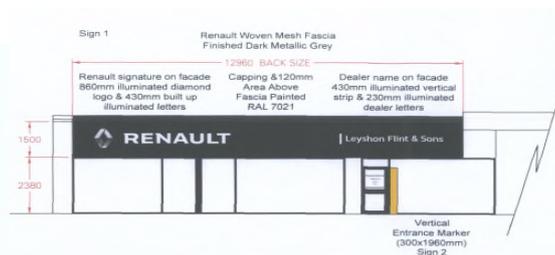
Proposed Signage

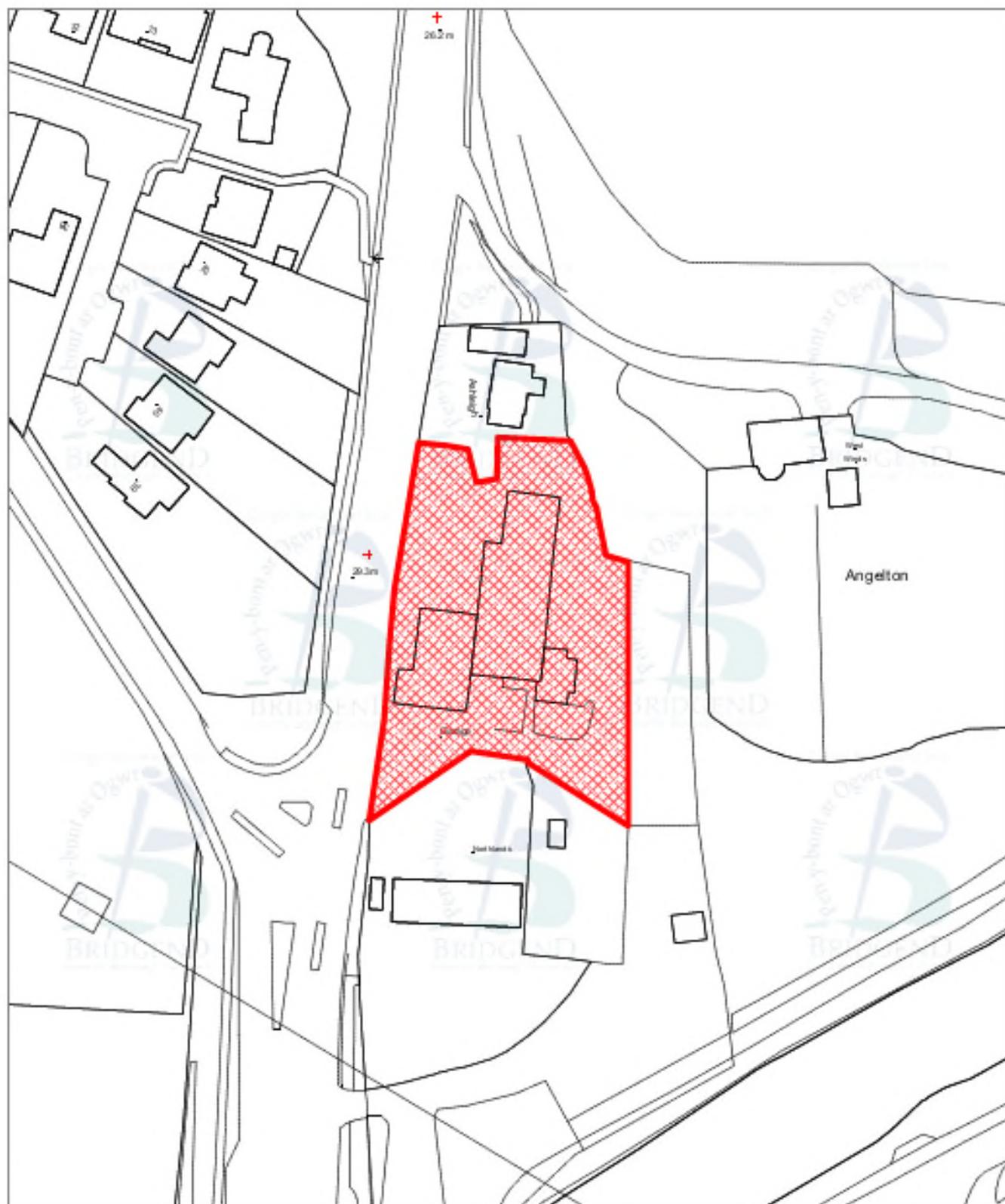
Sign 1 comprises a woven mesh fascia which will measure 12.9m in width and 1.5m in height. The sign will project from the building by 17.5cm and will be installed 2.38m above the adjacent ground level. The sign will be finished in a dark metallic grey colour and on the left of the façade, will have the Renault lettering with illuminated diamond logo. On the right of the façade, the dealer name 'Leyshon Flint & Sons' will be installed along with a 430mm illuminated strip.

Existing Fascia Signs



Proposed Fascia Signs





A/19/20/ADV

1:1000
 Time of Plot:
 13:56
 Date of Plot:
 15/10/2019

Plot generated by:
 Planning Department
 Department :
 Planning Department

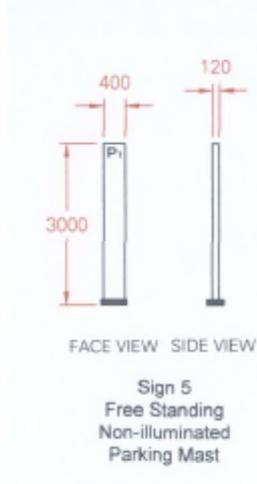
Sign 2 is a free standing sign which will be positioned at the entrance to the show room. It is proposed to measure 1.96m in height.

Sign 3 will be positioned in the far north western corner of the application site and will be fixed to an existing 6.5m high post. The sign will measure 1.1m in width and 1.5m in height and will have the new Renault insignia sign positioned centrally. The existing post will be painted in a dark metallic grey colour to match the other signs on the site.



The fourth sign proposed to be installed (**Sign 4**) is a free standing directional sign which measures 1.4m in width, 15cm in depth and 2.3m in maximum height. The sign is proposed to be positioned along the southern boundary of the application site to provide directional assistance to the car park at the rear of the premises.

Sign 5 is also a freestanding directional sign which demarcates the parking area. It will measure 0.4m in width, 12cm in depth and 3m in maximum height.



Sign 6 is proposed to be installed at the rear of the car display unit positioned in the north western corner of the application site. It will measure 13.5m in width, 23cm in depth and 2.76m in maximum height. The sign will advertise promotions at the car dealership. The number of spotlights to illuminate this sign has been amended in line with the Highways officer's comments.

This application has been submitted to run concurrently with an application for planning permission, received on 16 August 2019, which seeks consent for the erection of 'display area spotlights' under reference P/19/591/FUL.

SITE DESCRIPTION

The application site lies within the countryside, as defined by Policy PLA1 of the adopted Local Development Plan (2013) and lies within the Green Wedge known as 'Penyfai and Aberkenfig', designated under Policy ENV2(8) of the Local Development Plan (2013).

The site is positioned on the eastern side of Bridgend Road (A4063) and is accessed via the existing vehicular access points on the western boundary of the application site. It comprises a petrol station and a Renault car dealership to the immediate north east of the junction between Bridgend Road and Tondu Road.

The eastern boundary of the application site lies adjacent to a Site of Importance for Nature Conservation (SINC) known as 'Angelton Common', designated as a habitat for semi-improved neutral grassland, dense/continuous scrub and an orchard. The site is identified under Policy ENV4(2) of the Local Development Plan (2013).

Ogwr Borough Council's Tree Preservation Order No 18 (1992) covers land, on the western side of the A4063 carriageway, identified in blue below:



Tree Preservation Order

RELEVANT HISTORY

Application Reference	Description	Decision	Date
A/96/16/ADV	Fascia sign and pole to showroom	Refused	17/05/1996
P/01/1069/FUL	Elevated car park	Conditional Consent	19/03/2002
A/03/44/ADV	Pole signs and wall mounted signs	Split Decision (Allowed for pole sign and wall mounted signs, refused for double sided signs)	12/03/2004

A/07/7/ADV	External statically illuminated signage	Conditional Consent	23/04/2007
P/13/284/FUL	New extension to provide additional workshop and office space	Conditional Consent	20/09/2013
P/15/565/FUL	Regularise parking to rear of building (change of use) (retrospective application)	Conditional Consent	11/03/2016
P/16/494/DOC	Approval of details for condition 3 of P/15/565/FUL	Not Agreed	18/08/2016
P/16/681/NMA	Non material amendment to P/15/565/FUL for provision of 31 car parking spaces	Conditional Consent	30/09/2016
P/19/591/FUL	Display area spotlights	Pending	

PUBLICITY & RESPONSES RECEIVED

This application has been advertised through direct neighbour notification. One letter of objection was received from the occupier(s) of Ashleigh, Angelton Road, Penyfai. The letter raises objections to the proposal on the following grounds:

- The spotlights proposed will be a distraction to the traffic along Bridgend Road;
- The light emitted from the spotlights will affect residential amenity;
- The car being mounted onto a plinth will distract motorists.

In addition to the above, an objection is raised by Newcastle Higher Community Council. The consultation response reads *The concept of spotlights and a raised plinth at this location would not sit well in the landscape. There would be a distraction to passing motorists.*

The objection raised in respect of the car being mounted onto a plinth will not be addressed further as the application under consideration here refers solely to the erection of advertisement signs only.

The matters raised which are considered to be material planning objections are addressed in the appraisal section of the report.

CONSULTATION RESPONSES

CONSULTEE

Highways Officer

COMMENTS

No objection subject to the inclusion of the recommended planning conditions.

RELEVANT POLICIES

The relevant policies and supplementary planning guidance are highlighted below:

Policy SP2 Design and Sustainable Place Making

In the determination of a planning application, regard should also be given to the local requirements of National Planning Policy which are not duplicated in the Local Development Plan. The following Welsh Government Planning Policy is relevant to the determination of this planning application:

APPRAISAL

This application is referred to the Development Control Committee to consider the objections raised by a neighbouring resident and by Newcastle Higher Community Council.

The Town and Country Planning (Control of Advertisements) Regulations 1992 requires that in the consideration of applications for the display of advertisements, Local Planning Authorities shall exercise their powers only in the interests of amenity and public safety.

Therefore, in considering and determining this application, the primary considerations are the effect of the proposal on the amenity of the area, taking account of the general characteristics of the locality, and the impact on public safety.

AMENITY

Policy SP2 of the Local Development Plan (2013) states that “all development should contribute to creating high quality, attractive, sustainable places which enhance the community in which they are located, whilst having full regard to the natural, historic and built environment”. Design should be of the highest quality possible and should be appropriate in scale, size and prominence”.

The proposed signage will not detract from the character or appearance of the area in which it is located. Its installation will not result in visual clutter being added to the vicinity and so the proposal is not considered to impact the visual amenity of the wider area.

The letter of objection received from the occupier(s) of Ashleigh, Angelton Road, states that the illumination will be distracting and will impact the existing levels of residential amenity.

Whilst the signage is illuminated and is proposed to replace existing signage, it is not considered to be illuminated to such an extent that would be detrimental to the residential amenities of neighbouring occupier(s) In terms of amenity therefore, the signage is considered to be acceptable as it will not cause nuisance by way of light pollution or distraction.

PUBLIC SAFETY

The objections raised by Newcastle Higher Community Council and the occupier(s) of the neighbouring property refer to highway safety.

The Highway Officer considers that the proposed replacement signage is acceptable from a highway safety perspective and no objection is raised, subject to the inclusion of the recommended planning conditions. The proposal is therefore considered to be acceptable from a public safety perspective as the methods of illumination will not force shine onto the highway .

CONCLUSION

The proposed signs are considered to be appropriate in terms of size, scale and prominence, in accordance with Policy SP2 of the Local Development Plan (2013) and they are not considered to have a significant visual impact upon the character or appearance of the host building or wider area.

Subject to the inclusion of the recommended planning conditions, the signs are considered to be acceptable in terms of public safety as they will not distract users of the adjoining highway network.

RECOMMENDATION

(R06) That Advertisement Consent be GRANTED subject to the following conditions in addition to the standard conditions:-

1. The development shall be carried out in accordance with the "Site Location Plan" and drawings entitled "RenPFL0602 Block Plan", "RenPFL0602 Planning", "Renault Fascia Detail", "Renault Projector Detail", "Directional Sign", "Poster Unit" and "Head Line Display" received on 8 August 2019.

Reason: To avoid doubt and confusion as to the nature and extent of the approved development.

2. No source of illumination shall be directly visible from any part of an adjacent highway.

Reason: In the interests of highway safety.

3. No part of the sign(s) or lighting unit(s) hereby approved shall be less than 2.1 metres above any adjacent footway or within 0.45 metres of a vertical line above the edge of any adjacent carriageway.

Reason: In the interests of highway safety.

4. The advertisement shall not at any time contain a directional element, which may be confused with traffic signing.

Reason: In the interests of highway safety.

5. * THE FOLLOWING IS AN ADVISORY NOTE NOT A CONDITION

The proposal is considered to be appropriate in terms of size, scale and prominence, in accordance with Policy SP2 of the Local Development Plan (2013) and is not considered to have a significant visual impact upon the character or appearance of the host building or wider area. Subject to the inclusion of the recommended planning conditions, the proposal is considered to be acceptable in terms of public safety, as it is considered to be acceptable from a highway safety perspective.

JONATHAN PARSONS
GROUP MANAGER PLANNING & DEVELOPMENT SERVICES

Background Papers

None