

**RECOMMENDATION : PLENARY GRANT WITH CONDITIONS**

**REFERENCE:** A/15/5/ADV  
**APPLICANT:** HEINEKEN LTD  
PO BOX 231 SALFORD  
**LOCATION:** RAILWAY TAVERN DERWEN ROAD BRIDGEND  
**PROPOSAL:** VARIOUS SIGNAGE TO FRONT OF BUILDING INC ILLUMINATED SIGNAGE AND LED FLOODLIGHTS  
**RECEIVED:** 23rd February 2015  
**SITE INSPECTED:** 3rd March 2015

**APPLICATION/SITE DESCRIPTION**

The proposal is to erect new signage at The Railway as follows:-

- \* Non-illuminated sign written steam engine logo to surround the first floor window on the left hand side of the front elevation (3400mm x 2730mm);
- \* Led trough lights illuminated double sided aluminium bullnose pictorial sign to existing gibbet (900mm x 1200mm);
- \* Led trough lights illuminated set of individual locator fixed foamex letters (550mm x 5225mm);
- \* Existing three floodlights illuminating a set of individual locator fixed foamex letters (400mm x 4275mm);
- \* Non-illuminated sign written logo (3400mm x 2730mm);
- \* 2 non-illuminated aluminium bullnose amenity chalkboards (600mm x 900mm);
- \* 2 brass Stratford lanterns (380mm x 660mm);
- \* 2 small aluminium transom door panels (1000mm x 350mm);
- \* 3 led flood lights (227mm x 185mm x 125mm).

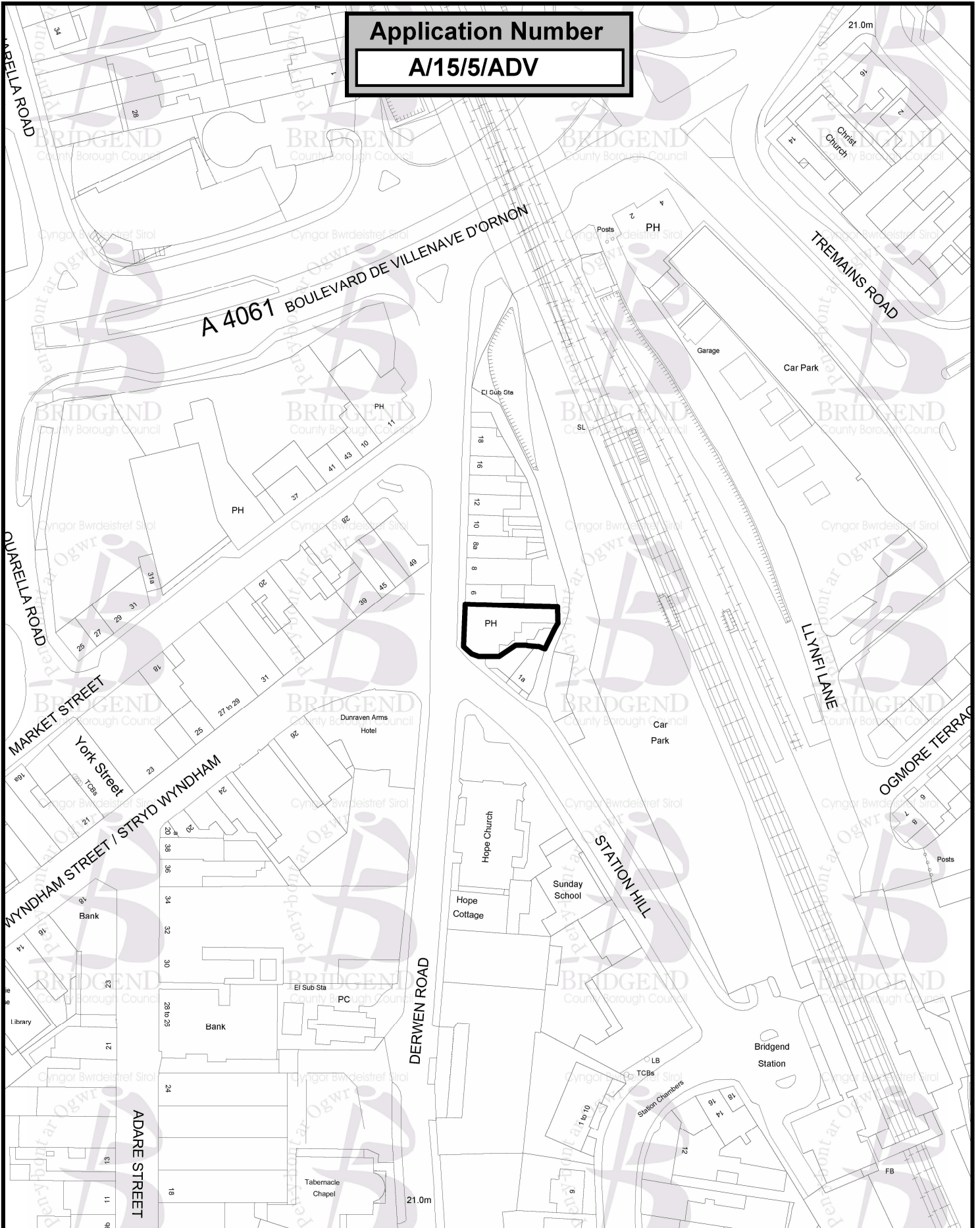
The site is located within Bridgend Town Centre Conservation Area.

**RELEVANT HISTORY**

<b>86/A008</b> ILLUMINATED FASCIA SIGNS	CC	03-APR-86
<b>90/A067</b> ILLUMINATED STATIC HANGING SIGN, DOUBLE FACED CLOCK, FASCIA SIGNS, 4 NO. LANTERN LIGHTS.	AC	13-DEC-90
<b>PD/58/97</b> INTERNAL WORKS ONLY	PD	16-JUN-97

Application Number

A/15/5/ADV



Scale 1:1,250

Date Issued:  
26/03/2015

Development-Mapping  
Tel: 01656 643176

Mark Shephard

Corporate Director-Communities

Communities Directorate,  
Bridgend County Borough  
Council, Civic Offices,  
Angel Street,  
Bridgend CF31 4WB.

O/Drive/Plandraw/new MI layouts/  
Committee DC Plan

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## **PUBLICITY**

The application has been advertised on site.

Neighbours have been notified of the receipt of the application.

The period allowed for response to consultations/publicity expires on 7 April 2015.

## **NEGOTIATIONS**

None

## **CONSULTATION RESPONSES**

### **Town/Community Council Observations**

Notified on 25th February 2015

Bridgend Town Council has no objection in principle but objects to the proposed locomotive motif which will detract from the historic character and appearance of the facade of the building.

### **Head Of Street Scene (Highways)**

No objection subject to conditions

### **Conservation & Design**

Verbally confirmed that the steam locomotive would add interest to the front facade.

## **REPRESENTATIONS RECEIVED**

None

## **COMMENTS ON REPRESENTATIONS RECEIVED**

None

## **APPRAISAL**

The application is referred to Committee in view of the Town Council's objections.

The Town Council consider the proposed locomotive motif will detract from the historic character and appearance of the facade of the building, however, the Conservation and Design Section consider it to be well designed and will add interest to the front facade of the public house which is in public view as you approach from Wyndham Street.

It is considered that the proposed signage has been designed to integrate well into the approved public house elevations and is compatible with the Authority's Supplementary Planning Guidance 18. Furthermore there will be no adverse impact on the Conservation area.

Whilst determining this application Policies SP2,SP5 and ENV8 of the Bridgend Local Development Plan and Supplementary Planning Guidance 18 (Bridgend Townscape Heritage Initiative) were considered.

## **CONCLUSION**

This application is recommended for approval because the development complies with Council policy and guidelines and does not adversely affect highway safety or visual amenities whilst contributing to the preservation and enhancement of the character and appearance of the Bridgend Town Centre Conservation Area.

## **RECOMMENDATION**

That advertisement consent be GRANTED and plenary power be given to the Corporate Director Communities to issue a decision notice after 7 April 2015 if no adverse representations are received, subject to the following conditions:-

- 1** The standard of illumination shall be such that no undue glare or distraction is occasioned to highway users.

Reason : In the interests of highway safety.

- 2** No part of any sign or lighting unit shall be less than 2.1 metres (6' 11") above any adjacent footway nor within 450 millimetres (18") of a vertical line above the edge of any adjacent carriageway.

Reason : In the interests of highway safety.

\* THE FOLLOWING IS AN ADVISORY NOTE NOT A CONDITION

This application is recommended for approval because the development complies with Council policy and guidelines and does not adversely affect highway safety or visual amenities whilst contributing to the preservation and enhancement of the character and appearance of the Bridgend Town Centre Conservation Area.

**MARK SHEPHARD**  
**CORPORATE DIRECTOR COMMUNITIES**

### **Background Papers**

None