

RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

MUNICIPAL YEAR 2017-2018:

| | Agenda Item No. 7 (1) |
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| PLANNING & DEVELOPMENT COMMITTEE 15 FEBRUARY 2018 | APPLICATION NO: 16/1051/01: TRADE CENTRE WALES, CILFONYDD ROAD, ABERCYNON |
| REPORT OF: SERVICE DIRECTOR PLANNING | |

1. PURPOSE OF THE REPORT

Members are asked to consider the determination of the above planning application.

2. RECOMMENDATION

That Members consider the report in respect of the application and determine the application having regard to the advice given.

3. BACKGROUND

This application was reported to the 04th January 2018 Planning and Development Committee meeting with an officer recommendation of approval. A copy of the original report is attached as **APPENDIX A**. At that meeting Members were minded to part approve / part refuse (a split decision) the application contrary to the officer recommendation. Whilst Members considered that the majority of signs throughout the site were acceptable, they considered that the 6 no. illuminated advert signs erected on the north-western side elevation of the main building (facing the A470) were excessive in terms of their scale and design which combined with the illumination, result in a significant detrimental impact upon the character and appearance of the site and the visual amenity of the nearest residents.

As a consequence it was resolved to defer determination of the application for a further report to highlight the potential strengths and weaknesses of taking a decision contrary to officer recommendation.

4. PLANNING ASSESSMENT

The considerations regarding the visual impact of the signs are outlined in full within the original Committee report, however, a brief summary is provided below:

Advertisement consent was approved in 2015 for the erection of 12 no. illuminated advert signs on the main car sales building, but the signs actually erected do not comply with the approved plans and additional signs have also been erected. However, the signs that have been erected on the building are not dissimilar to those previously approved in terms of their scale or design and the additional signs are also comparable to those already approved. The height of both the central sign erected and that previously approved is 2.7m, with the central sign erected having a length of 48.9m compared 49.5m previously approved, i.e. the sign erected is actually 600mm shorter than that which could be erected. Further, the font on the previously approved central sign is larger (2m in height) than that on the sign currently erected (1.85m in height) and the small banner signs flanking the main sign, whilst in a slightly different location to those previous approved (at eaves level instead of set down from the eaves) are of the same size as those previously approved. Additionally, the only difference between the logo signs at each end of the elevation is the shape, those previously approved were square whereas those erected are oval. As such, the signs erected are considered to be in proportion to building in which they relate and have been designed in a manner where they form integral features of each elevation. Additionally, whilst it is accepted that a considerable number of signs have been erected on the building, specifically the prominent north-western side elevation, and that the signs form highly visible features from a number of vantage points and properties outside of the site and their prominence is exaggerated during the night time when a number of the signs are illuminated, it is considered the signs are read in conjunction with the business in operation and are not significantly different to that which could be erected via the existing consent. Subsequently the number of signs attached to the building are not considered excessive and on balance, their design and appearance are considered acceptable.

Furthermore, the previous advertisement consent does not include any time restriction condition. Therefore if the signs approved within that application were to be erected, they could potentially be illuminated at all times and the Council would have no planning enforcement powers to ensure they are turned off when the store is closed. As such it is considered that the current scheme (as erected), whilst prominent, would result in less visual impact in comparison to that which could occur if the signs previously approved were to be erected because the suggested Condition 1 (detailed below) would ensure all building signs would have to be switched off when the store is closed.

Therefore, on balance, having taken account of the issues outlined in the original report and those detailed above, whilst the concerns raised by the objectors are acknowledged and it is accepted that the adverts are prominent and have a degree of impact upon the amenities of the nearest properties within the hours of darkness, it is not considered the adverts have a significant enough impact upon the character and appearance of the site or surrounding area, or upon the amenities of the nearest residents to warrant refusal of the application. Further, it is considered the adverts erected would actually have less of a visual impact in comparison to those which could be

erected at the site under the previous consent given the restrictive condition that could be attached to ensure the illumination would be switched off when the store is closed.

If, having considered the above advice and after further consideration, Members remain of a mind to part grant / part refuse advertisement consent, it is suggested that the following conditions of consent would be appropriate:

1. Notwithstanding the submitted details, this consent does not relate to the 6 no. illuminated advert signs erected on the north-western side elevation of the main car sales building (facing the A470), identified on plan ref. 10/135/204 and the supporting document ref. Signage Schedule for the Trade Centre Wales, Sales Site, Abercynon as 'Existing Side (North Western) Elevation'.

Reason: The 6 no. illuminated advert signs erected on the north-western side elevation of the main car sales building (facing the A470), identified on plan ref. 10/135/204 and the supporting document ref. Signage Schedule for the Trade Centre Wales, Sales Site, Abercynon as 'Existing Side (North Western) Elevation' are excessive in terms of their scale and design, which combined with the illumination, result in a significant detrimental impact upon the character and appearance of the site and the visual amenity of the nearest residents. As such the advertisements are contrary to policy AW6 of the Rhondda Cynon Taff Local Development Plan.

2. All illuminated advert signs hereby approved shall not be illuminated when the store is closed or between the hours of 9pm to 9am each day, whichever is earlier.

Reason: In the interests of amenity and highway safety, in accordance with Policies AW5 and AW10 of the Rhondda Cynon Taf Local Development Plan.

3. This consent shall expire five years from the date of this Notice.

Reason: Standard condition under the provisions of the above mentioned Regulations.

4. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

Reason: Standard condition under the provisions of the above mentioned Regulations.

5. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: Standard condition under the provisions of the above

mentioned Regulations.

6. Where an advertisement is required under the above mentioned Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: Standard condition under the provisions of the above mentioned Regulations.

7. No advert is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission

Reason: Standard condition under the provisions of the above mentioned Regulations.

8. Any existing advertisements on the premises shall be permanently removed prior to the display of the advertisements hereby approved.

Reason: To avoid visual clutter.

NOTES

If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Welsh Ministers under section 78 of the Town and Country Planning Act 1990.

If you want to appeal against your local planning authority's decision then you must do so within 12 weeks of the date of this notice for Householder or Minor Commercial Developments or within 6 months of the date of this notice for all other appeals.

Appeals must be made using a form which you can get from the Welsh Ministers, Planning Inspectorate at Crown Buildings, Cathays Park, Cardiff CF10 3NQ, or online at www.planningportal.gov.uk/pcs.

The Welsh Ministers can allow a longer period for giving notice of an appeal, but are not normally prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Welsh Ministers need not consider an appeal if it seems to them that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

In practice, the Welsh Ministers do not refuse to consider appeals solely because the local planning authority based their decision on a direction given by them.

APPENDIX A

APPLICATION NO: 16/1051/01 (MF)
APPLICANT: MTR Bailey Trading Ltd
DEVELOPMENT: Retention of advertisements located throughout site (23 no. signs on building, 45 no. lighting column signs, 9 no. flagpole signs, 1 no. freestanding sign at site entrance, 1 no. entrance archway) (retrospective).
LOCATION: TRADE CENTRE WALES, CILFONYDD ROAD, ABERCYNON, MOUNTAIN ASH, CF45 4UQ
DATE REGISTERED: 19/12/2016
ELECTORAL DIVISION: Abercynon

RECOMMENDATION: Approve

REASONS:

Whilst it is accepted the illuminated advertisements are prominent and have a degree of impact upon the amenities of the nearest properties within the hours of darkness, it is not considered they result in an impact that is significant enough to warrant refusal of the application. However, it is not considered the adverts need to be illuminated when the store is closed and could therefore be switched off at night to reduce the current visual impact which could be achieved by way of condition.

Further, it is not considered the adverts result in a detrimental impact upon highway safety in the vicinity of the site.

It is therefore considered the application complies with the relevant policies of the Local Development Plan.

REASON APPLICATION REPORTED TO COMMITTEE

This application is reported to Committee as thirteen letters of objection were received following the consultation process.

APPLICATION DETAILS

Retrospective advertisement consent is sought for the retention of a number of advert signs erected at the Trade Centre Wales, Abercynon.

This application follows a previous advertisement consent application, ref. 15/1247/01, which gained permission for a series of advert signs at the site on 28/10/15. The original consent proposed 12 no. signs on the main building only and did not propose any further signs within the wider site. However, following completion of development works associated with the change the use of the site, the

Council became aware that the signs erected on the building did not comply with those approved in the previous advert consent, and further, a number of additional signs had been erected on the building and also within the wider site. Members are advised however that a further application, ref. 16/0134/01, was approved on 05/05/16 for the erection of 3 no. totem signs throughout the site and that these signs have been erected in accordance with the approved details.

As such the applicant has submitted this application to seek consent for the retention of the adverts erected at the site that do not already benefit from advertisement consent, i.e. all adverts on site other than the 3 no. totem signs. No further adverts are proposed as part of this application.

The scheme entails 23 no. signs on the building itself, 45 no. lighting column signs, 9 no. flagpole signs, 1 no. freestanding sign at the site entrance, and 1 no. archway sign at the site entrance. A summary of the signs are detailed as follows, however the full details of each sign are specified within the submitted 'Signage Schedule for Trade Centre Wales, Sales Site, Abercynon' document (**APPENDIX A**):

Building Signs

- 6 no. fascia signs on the south-eastern side elevation of the main building – all signs are powder coated aluminium with a facing-flex skin face and are back illuminated. The signs are a variety of colour and detail a mixture of text and logos in relation to the car sales business.
- 6 no. fascia signs on the south-western front elevation of the main building – 4 no. of the signs are powder coated aluminium with a facing-flex skin face and are back illuminated. The final fascia sign above the main entrance is plastic and not illuminated. A further non-illuminated, plastic informative sign is located to the left of the main entrance. The signs are a variety of colour and detail a mixture of text and logos in relation to the car sales business.
- 7 no. fascia signs on the north-western side elevation of the main building – 6 no. of the signs are powder coated aluminium with a facing-flex skin face and are back illuminated. A further non-illuminated, plastic sign is located to the right of the elevation. The signs are a variety of colour and detail a mixture of text and logos in relation to the car sales business.
- 4 no. fascia signs on the north-eastern rear elevation of the main building – all signs are powder coated aluminium with a facing-flex skin face and are back illuminated. The signs are a variety of colour and detail a mixture of text and logos in relation to the car sales business.

Other Signs

- 1 no. 'welcome' sign – a 1.5m high x 1.8m wide, non-illuminated, plastic sign has been erected at the site entrance. It comprises a blue/red background with white text/logo.

- 9 no. 8m high flagpoles, 3 no. at the site entrance, 3 no. at the south-western corner of the site, and 3 no. at the north-eastern corner of the site – each of the flagpoles accommodate a 1.35m x 2.7m advert flag. The flags are of various colour and detail information in respect of the car sales business.
- 45 no. double sided lighting column signs located through the site, 2 no. attached to each lighting column – the vinyl signs are 1.5 high by 0.6m wide and are non-illuminated. The signs are of various colour and detail information in respect of the car sales business.
- 1 no. archway sign – an archway sign has been erected at the site entrance, 6.49m high x 12.9m wide x 0.96m deep. The archway comprises 12 no. powder coated aluminium with a facing-flex skin face signs that are back illuminated. The signs vary in colour and detail information in respect of the car sales business.

All illuminated signs have a static illuminate level of 11000cd/m.

Members are also advised that a number of wider development works have been undertaken at the site and at the nearby associated car park site that do not benefit from planning permission. These works are subject to separate applications, ref. 16/0994/10 and 16/0997/10, and do not form part of this submission.

SITE APPRAISAL

The application site comprises a large commercial unit and its associated curtilage which currently operates as a car sales place. The site is located off the A4054 between the settlements of Abercynon and Cilfynydd with the only immediate neighbouring property being Ty Trevithick, a Local Authority office building to the south. The main unit is located centrally along the western boundary of the site having a public car park to the front (south) and car sales areas to the rear (north) and eastern side. Various advertisements and lighting columns are located throughout. The site is bounded by the adjacent office building to the south, the A4054 to the east, the bank of the River Taff to the north, and the A470 to the west beyond which is a residential area of Abercynon. The residential area, Woodland Crescent and streets beyond, are located approximately 200m from the application site and are separated from it by the adjacent A470 and River Taff. A band of mature trees are sited along the southern side of Woodland Crescent, between the properties and the river/A470.

Access to the site is gained off the A4054 via a private access road shared with the adjacent Ty Trevithick. The buildings principle entrance is to the front with further staff/delivery access located to the rear.

The wider site has been subject of a number of recent development works associated with the recent change of use. These include the raising of ground levels and associated engineering works, the erection of lighting throughout, the removal of trees surrounding the site, and the erection of numerous adverts throughout (the subject of this application). At the time of the site visit all adverts associated with this application had been erected.

PLANNING HISTORY

A number of previous planning applications have been submitted at the site:

| | | | |
|---------|--------------------------------------|---|---------------------|
| 16/0134 | The Trade Centre Wales, Abercynon | 3 no. advertisement signs | Granted 05/05/16 |
| 15/1247 | " | Advertisement signage – 12 no. illuminated fascia signs | Granted 28/10/15 |
| 15/0995 | The Gateway, Abercynon | Change of use from former electronics factory to car sales showroom and associated facilities including internal and external alterations | Granted 18/12/15 |
| 10/0075 | " | Change of use from light industrial to a facility to recycle waste electronic and electrical equipment | Granted 02/08/10 |
| 96/4266 | " | New external fire escape | Granted 18/11/96 |
| 93/0310 | " | Halo illuminated fascia signs | Granted 03/09/93 |
| 93/0206 | " | Gatehouse, hazardous substance store and boundary fence | Granted 29/06/93 |
| 90/0623 | Land adjacent to A470, Abercynon | Factory for production of electronic assemblies | Granted 14/11/90 |

PUBLICITY

The application has been advertised by means of direct neighbour notification and site notices. Thirteen letters of objection have been received from residents of Abercynon, making the following comments (summarised):

- The illuminated advertisements installed at the site have a detrimental impact upon the amenities of the nearest residents. The lights shine directly in to the windows of the nearest residential properties resulting nuisance and disturbance. These issues are exacerbated by the fact that a number of trees surrounding the site have been removed and in the winter months when surrounding trees shed their leaves.
- The number of adverts erected at the site and their scale are excessive and out of character with the appearance of the surrounding area and that at similar commercial units throughout the Borough.
- The illuminated adverts cause a distraction to motorists on the adjacent highways.

- If the application is approved, the advert illumination should be switched off during the night time.

Members are also advised that the objectors have raised a number of concerns in respect of the wider development works at the application site and the nearby overspill/staff car park site. As detailed above, these works are subject of separate applications and therefore the concerns raised by the objectors in these respects are detailed and considered within the relevant separate application reports.

CONSULTATION

Transportation Section – no objection.

Welsh Government Transport Division – no objection.

Public Health and Protection – no objection.

POLICY CONTEXT

Rhondda Cynon Taf Local Development Plan

The application site lies outside of the settlement boundary for Abercynon and is not allocated for any specific purpose.

Policy AW5 – sets out criteria for new development in relation to amenity and accessibility.

Policy AW6 – requires development to involve a high quality design and to make a positive contribution to place making, including landscaping.

Policy AW10 – does not permit proposals where they would cause or result in a risk of unacceptable harm to health and/or local amenity.

Supplementary Planning Guidance

- Design and Placemaking;
- Access, Circulation and Parking.

National Guidance

In the determination of planning applications regard should also be given to the requirements of National Planning Policy which are not duplicated in the Local Development Plan, particularly where National Planning Policy provides a more up to date and comprehensive policy on certain topics.

Planning Policy Wales Chapter 2 (Local Development Plans), Chapter 3 (Making and Enforcing Planning Decisions), Chapter 4 (Planning for Sustainability), Chapter 7 (Economic Development), Chapter 8 (Transport), Chapter 10 (Retail and Commercial Development) and Chapter 13 (Minimising and Managing Environmental Risks and Pollution) set out the Welsh Government's policy on planning issues relevant to the determination of the application.

Other relevant policy guidance consulted:

- PPW Technical Advice Note 4: Retail and Commercial Development;
- PPW Technical Advice Note 7: Outdoor Advertisement Control;
- PPW Technical Advice Note 12: Design;
- PPW Technical Advice Note 18: Transport;
- PPW Technical Advice Note 23: Economic Development.

REASONS FOR REACHING THE RECOMMENDATION

Part 1 4. (1) of the Town and Country Planning (Control of Advertisements) Regulations 1992 requires that in considering 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 applications of this nature, the primary considerations are the effect on the visual amenity of the area, taking account of any historic, architectural or cultural features and on public safety including, the safety of any person travelling by road, rail, on any waterway, or by air.

Principle of the Proposed Development

As detailed above, this application seeks retrospective advertisement consent for the retention of all adverts on site, other the 3 no. totem signs that already benefit from consent and therefore do not form part of this application. No further adverts are proposed as part of this application.

With the above in mind, whilst the application site is located outside of settlement limits and is not allocated for any specific purpose, it is occupied by a large existing commercial unit and has historically been occupied by a number of differing industrial uses in the past. As such, the erection of advertisements in association with the existing commercial use is considered acceptable, in principle, subject to an assessment of the criteria set out below.

Visual Impact and Impact upon the Amenities of Surrounding Residents

A number of objections have been received from residents of Abercynon detailing that the illuminated advert lighting at the site shines directly into their windows causing nuisance and disturbance, especially during the winter months when the band of mature trees that separates the properties on the opposite side of the A470 with the A470 have shed their leaves. Additionally, the objectors have also commented that the number of adverts erected at the site and their scale are excessive and out of character with the appearance of the surrounding area and that at similar commercial units throughout the County Borough. Further, the impacts are exacerbated by the fact that the trees that used to surround the application site have been removed.

With respect to the visual impact of the signs on the building itself, as detailed above, advertisement consent was approved in 2015 for the erection of 12 no. illuminated

signs on all elevations, but the signs actually erected do not comply with the approved plans and additional signs have also been erected. However, the signs that have been erected are not dissimilar to those previously approved in terms of their scale or design and the additional signs are also comparable to those already approved, being in proportion to building in which they relate and designed in a manner where they form integral features of each elevation. Therefore, whilst it is accepted that a considerable number of signs have been erected on the building and they form visible and prominent features from a number of vantage points and properties outside of the site and their prominence is exaggerated during the night time when a number of the signs are illuminated, it is considered the signs have been designed in a manner by which they are read in conjunction with the business in operation and are not significantly different to that which could be erected via the existing consent. Subsequently the number of signs attached to the building are not considered excessive and their design and appearance are considered acceptable.

Additionally, whilst it is acknowledged a number of further signs have been erected throughout the site, the entrance sign, flagpoles, and lighting column signs are of a minor scale and are not illuminated. Therefore, they are not readily visible or conspicuous from outside of the site and have no undue impact upon the character and appearance of the surrounding area. It is however accepted that the archway sign, given its scale and illumination, forms a visible and prominent feature, however, sited to the south of the main sales building it is screened from the adjacent A470 and properties beyond by the building and is therefore only visible from the private access drive leading to the site and adjacent commercial unit, Ty Trevithick, from which no objections have been received. As such, it is not considered the additional signs located throughout the site have a significant visual impact.

With respect to the impact of the illuminated signs upon the amenities of the nearest properties, it is acknowledged that a degree of light pollution and glare is generated beyond the boundaries of the site. Therefore, following consultation with the Council, the applicant has submitted a Lighting Impact Assessment Report produced by a qualified engineer that has assessed the installed lighting in respect of nuisance and distraction to surrounding residents and highways users within a 200m radius of the site, the distance within which the lighting could likely be deemed as resulting in a statutory nuisance and highway safety issue. The lighting assessment has been undertaken in line with the relevant British Standard, Institute of Lighting Professionals 'Guidance Notes for the Reduction of Obtrusive Light' (2011) and current International Commission on Illumination guidance. The report concludes that:

- The lighting levels from the site do not cause any excessive impact on neighbouring domestic properties and roads in respect of horizontal illuminance.
- The lighting levels from the site do not cause any excessive impact on neighbouring domestic properties in respect of vertical illuminance.
- The lighting levels from the site do not cause any excessive impact on neighbouring domestic properties and nearby roads in respect of direct sky glow.

- The lighting levels from the site do not cause any excessive impact on nearby roads in respect of veiling illuminance.
- The lighting levels from the site do not cause any excessive impact on nearby roads in respect of glare rating.

The Lighting Impact Assessment Report has been assessed by the Council's Public Health and Protection Division who commented that the report is an appropriate and acceptable assessment and concludes that the lighting does not result in an unacceptable impact upon the surrounding area. Further, whilst they note that the assessment does not include the properties located along Woodland Crescent and neighbouring streets at the other side of the A470, from which the majority of objections to the application have been received, the department has received a number of complaints from residents of these streets and has therefore carried out a number of their own monitoring assessments from these streets and the properties within them, confirming that the visits did not establish the lighting results in a statutory nuisance in this area. As such, whilst they acknowledge there is a degree of impact to the amenities of the nearest residents, they have no objection to the advert lighting installed at the site.

Additionally, the dwellings located within Woodland Crescent and streets beyond are located approximately 200m away and are separated from the site by the A470 which also creates a degree of impact in this respect. Further, whilst the removal of the trees around the site that would have helped with screening is regrettable, there are no preservation orders on the site and the tree removal works had already been undertaken prior to approval of the previous change of use consent. As such the Council had no powers to stop these works or insist that replacements are planted. Further, given the extent of the development works undertaken at the site, there is little scope to implement a new replacement landscaping scheme.

Subsequently, in light of the Public Health and Protection Division's assessment of the application and Lighting Impact Assessment Report, and their own assessment and monitoring of the impact of the lighting in the surrounding area, whilst the concerns raised by the objectors are acknowledged and it is accepted that the lighting is prominent and has a degree of impact upon the amenities of the nearest properties within the hours of darkness, it is not considered the lighting results in an impact that is significant enough to warrant refusal of the application.

Notwithstanding the above, it is not considered however that the advertisements need to be illuminated when the store is closed and therefore the illumination could be switched off during the night to reduce the impact and improve the situation for the residents of Woodland Crescent and streets beyond. As such a condition to this affect is detailed below.

Highway Safety

It is acknowledged that concerns have been raised by the objectors in respect of highway safety, detailing that the illuminated signage causes a distraction to motorists on the adjacent highways. However, following assessment of the scheme

and the Lighting Impact Assessment Report, no objections have been raised by the Council's Transportation Section or Welsh Governments Transport Division. As such, whilst it is accepted the illuminated advert signs result in a degree of light pollution and glare beyond the boundaries of the site, it is not considered the signs cause a hazard or endanger people within their vicinity.

The Council's Transportation Section did note that there is some concern that the entrance sign adjacent to the private shared access is within the required visibility splay, however, taking into account the small scale diameter of the poles with little impact on sight lines, the sign is acceptable.

Further, it is also noted that the WG Transport Division advise the website address along the north-western elevation of the building (facing the A470) be removed to reduce distraction, however, given the scale and design of this sign in relation to the other signs located on this elevation, it is not considered this sign results any further impact or distraction in comparison to the other signs and therefore its removal would not be necessary. Additionally, as detailed above, a condition is suggested below to ensure the advert lighting is switched off when the store is closed which will ensure any impact is minimal during the hours of darkness when the signs are most prominent.

Therefore, in light of the assessment of the scheme by both the Council's Transportation Section and WGs Transport Division and their subsequent comments, the adverts are considered acceptable in respect of their impact upon pedestrian and highway safety in the vicinity of the site.

Other Issues

Members are also advised that the objectors have raised a number of concerns in respect of the development works undertaken at the site and nearby overspill/staff car park site. As detailed above, these works are subject of separate applications and therefore the concerns raised by the objectors in these respects are detailed and considered within the relevant separate application reports.

Community Infrastructure Levy Liability

The Community Infrastructure Levy (CIL) was introduced in Rhondda Cynon Taf from 31 December 2014.

The application is for development of a kind that is not CIL liable under the CIL Regulations 2010 (as amended).

Conclusion

Having taken account of the issues outlined above, whilst the concerns raised by the objectors are acknowledged and it is accepted that the adverts are prominent and have a degree of impact upon the amenities of the nearest properties within the hours of darkness, it is not considered the adverts have a significant enough impact upon the character and appearance of the site or surrounding area, or upon the amenities of the nearest residents to warrant refusal of the application. It is not

considered however that the advert lighting needs to be on when the store is closed and should be switched off at night to reduce the impact upon the properties at the other side of the A470. As such a condition to this affect is detailed below.

As such, on balance, the application is recommended for approval subject to the conditions specified below.

RECOMMENDATION: Grant

1. All illuminated advert signs hereby approved shall not be illuminated when the store is closed or between the hours of 9pm to 9am each day, whichever is earlier.

Reason: In the interests of amenity and highway safety, in accordance with Policies AW5 and AW10 of the Rhondda Cynon Taf Local Development Plan.

2. This consent shall expire five years from the date of this Notice.

Reason: Standard condition under the provisions of the above mentioned Regulations.

3. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

Reason: Standard condition under the provisions of the above mentioned Regulations.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: Standard condition under the provisions of the above mentioned Regulations.

5. Where an advertisement is required under the above mentioned Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: Standard condition under the provisions of the above mentioned Regulations.

LOCAL GOVERNMENT ACT 1972

as amended by

LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

LIST OF BACKGROUND PAPERS

PLANNING & DEVELOPMENT COMMITTEE

15 FEBRUARY 2018

REPORT OF: SERVICE DIRECTOR PLANNING

REPORT

**APPLICATION NO: 16/1051/01:
TRADE CENTRE WALES,
CILFONYDD ROAD, ABERCYNON**

OFFICER TO CONTACT

**MR M FARLEY
(Tel. No. 01443 494835)**

See Relevant Application File

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