



PLANNING & DEVELOPMENT COMMITTEE

13 JUNE 2019

REPORT OF THE SERVICE DIRECTOR, PLANNING

PURPOSE OF THE REPORT

Members are asked to determine the planning application outlined below:

APPLICATION NO: 19/0461/01
(LJH)
APPLICANT: Friends of Treorchy Park
DEVELOPMENT: Eight signs
LOCATION: PADDLING POOL, YSTRADFECHAN PARK, STATION ROAD, TREORCHY
DATE REGISTERED: 02/05/2019
ELECTORAL DIVISION: Treorchy

RECOMMENDATION: GRANT SUBJECT TO CONDITIONS

REASONS:

The proposed signs are considered to be visually acceptable, are in context with the nature of the site, and have no impact on highway safety.

REASON APPLICATION REPORTED TO COMMITTEE

The application is presented to Committee as the applicant group is represented by an Elected Member.

APPLICATION DETAILS

Advertisement consent is sought for the erection of 8 hoarding signs at the Paddling Pool, Ystradfechan Park, Station Road, Treorchy. The proposed signs would be secured to existing metal fencing which is located around the perimeter of the paddling pool.

The proposed signs would be located approximately 1 metre above ground level and would measure a width of 1 metre by 0.5 metres in height. The proposed signs would be spaced out along the fencing along the eastern and western boundaries of the site.

The signs would be constructed of aluminium composite and would be of a number of designs on a main template advertising local businesses from the area.

SITE APPRAISAL

The application site is an enclosed paddling pool area which forms part of a larger recreation area known as Ystradfechan Park, which is located to the south-east of Station Road.

The paddling pool is located towards the north east of the recreation area sited between a children's playground and a football/rugby pitch. The paddling pool is located lower in elevation than the highway at Station Road with the pool being enclosed by existing metal fencing.

The nearest residential dwellings are located at Clos Ystradfechan and Taff Terrace approximately 59m to the north-east and 87m to the north-west.

PLANNING HISTORY

There are no recent planning applications on record associated with the application site.

PUBLICITY

The application has been advertised through direct neighbour notification and notices displayed at the application site.

No letters of objection or representation have been received.

CONSULTATION

Highways: no objections raised or conditions suggested.

No other consultation responses have been received.

POLICY CONTEXT

Rhondda Cynon Taf Local Development Plan

The application site lies within the settlement boundary for Treorchy 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.

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.

The Welsh Government published Planning Policy Wales 10 on 5th December 2018, and the document aims to incorporate the objectives of the Well-being of Future generations Act into Town & Country Planning.

It is considered that this proposal meets the seven wellbeing of future generations goals inasmuch as they relate to the proposed development and that the site has been brought forward in a manner consistent with the five ways of working.

It is considered that the proposed development is consistent with the key principles and requirements for placemaking as set down in Chapter 2 People and Places: Achieving Well-being through Placemaking, of PPW10 and is also consistent with the following inasmuch as they relate to the development.

Chapter 3 (good design and better places, promoting healthier places, sustainable management of natural resources)

Chapter 4 (moving within and between places, transport, living in a place, housing)

The test for consideration of the impact of an advertisement on amenity is whether it will adversely affect the appearance of the building, where it is to be displayed. Local Authorities should be consistent in their assessment of visual impact in similar or comparable neighbourhoods or surroundings.

Other relevant policy guidance consulted:

PPW Technical Advice Note 7: Outdoor Advertisement Control;

REASONS FOR REACHING THE RECOMMENDATION

Part 1 (4) of the Town and Country Planning (Control of Advertisements) Regulations 1992 states 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 and on highway safety.

Main Issues:

Impact on the character and appearance of the area

In respect of the impact of the new signage on the visual amenity of the area, it is considered that the scale, appearance and proportions of the advertisements are appropriate to the context of the site.

Although it is acknowledged that the proposed signs would form a visual feature at the site with no similar advertisements visible in the vicinity, the proposed scale and

location of the signs would not significantly impact upon the character and appearance of the area and site as a whole.

With the nearest neighbouring properties being located approximately 59 metres to the north east, which are higher in elevation beyond a line of vegetation that would screen the proposed signage from view it is not considered the proposed signs would have any undue impact upon the amenity of the nearest residential properties.

Consequently both the principle of the proposed signage and the appearance are considered to be acceptable in style and scale.

Public safety

As the proposed signage is located within the curtilage of the recreation area it would have no undue impact upon highway or pedestrian safety. With this in mind the proposed scheme is considered acceptable.

Community Infrastructure Levy (CIL) 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

The application is considered to comply with the relevant section of the Town and Country Planning (Control of Advertisements) Regulations 1992 and the policies of the Local Development Plan in respect of its visual impact and effect on highway safety.

RECOMMENDATION: GRANT SUBJECT TO THE BELOW CONDITIONS:

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

Reason: Standard condition under the provisions of the above mentioned Regulations.
2. 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.
3. 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.

4. 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.

5. 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.

