

LOCAL MEMBER OBJECTION, AM OBJECTION, PETITION

COMMITTEE DATE: 18/09/2019

APPLICATION No. **A/19/000057/MNR** APPLICATION DATE: 03/05/2019

ED: **LLANISHEN**

APP: TYPE: ADVERTISEMENT CONSENT

APPLICANT: MCDONALD'S RESTAURANTS LTD

LOCATION: FORMER THE TY GLAS, 75 TY GLAS AVENUE, LLANISHEN, CARDIFF, CF14 5DX

PROPOSAL: INSTALLATION OF 4 NO. FASCIA SIGNS

RECOMMENDATION 1: That advertisement consent be **GRANTED**, subject to the following conditions:

1. C03 – Statutory Time Limit – Advertisements
2. The consent relates to the following approved plans:
 - McDonalds/002/2008 – Sign 5
 - McDonalds/132/2010 – Sign 19
 - 7763-SA-8061-P009 D – Signage Elevations

Reason: For the avoidance of doubt to the extent of the consent granted.

RECOMMENDATION 2: The applicant be advised that the use of the Welsh Language is encouraged where possible and consideration should be given to bilingual signage.

1. DESCRIPTION OF PROPOSED DEVELOPMENT

- 1.1 Advertisement consent is sought for the display of signage upon an existing commercial restaurant premises to which alterations are proposed.
- 1.2 The site is located on Ty Glas Avenue, Llanishen, Cardiff a busy thoroughfare and main traffic route within this part of the city. The site is located on the periphery of a business/industrial park and the immediate neighbours are of a commercial nature, including offices, a leisure centre and warehouses. Recently a development of apartments has been introduced opposite the site and an estate of dwellinghouses is in excess of 50m from the boundary of the application site. The premises have recently been occupied by the Harvester brand as a restaurant with bar facilities.
- 1.3 The proposed signage consists of a perspex logo sign measuring approx.

0.9m x 1m and lettering measuring approx.. 0.9m x 5.5m which will be internally illuminated to a level of 600cd/m² and located upon the gables of the porticos on the north and east elevations of the building.

2. SITE HISTORY OF RELEVANCE

Application No : 89/01306/N
Proposal : PUB/RESTAURANT
Application Type: FUL
Decision : PER
Decision Date : 12/09/1989

Application No : 89/02461/N
Proposal : PUBLIC HOUSE/RESTAURANT AND CAR PARKS (3105 m.sq.)
Application Type: FUL
Decision : PER
Decision Date : 09/01/1990

Application No : A/90/00136/N
Proposal : VARIOUS BREWERY SIGNAGE
Application Type: ADV
Decision : PER
Decision Date : 16/11/1990

Application No : 00/01632/N
Proposal : THE FORMATION OF A GARDEN AREA TO THE EXISTING FRONTAGE OF THE TY GLAS PUBLIC HOUSE
Application Type: FUL
Decision : PER
Decision Date : 18/10/2000

Application No : 01/00145/N
Proposal : REMOVAL OF CONDITION 8 OF PLANNING APPROVAL 89/2461 DATED 9TH JANUARY 1990
Application Type: REM
Decision : PER
Decision Date : 15/03/2001

Application No : 01/00811/N
Proposal : FORMATION OF NEW PATIO TO EXISTING PUBLIC HOUSE
Application Type: FUL
Decision : PER
Decision Date : 08/06/2001

Application No : A/01/00089/N
Proposal : BREWERY SIGNAGE
Application Type: ADV
Decision : PER
Decision Date : 12/06/2001

Application No : A/03/00172/N
Proposal : NEW BREWERY SIGNAGE
Application Type: ADV
Decision : PER
Decision Date : 12/09/2003

Application No : 07/01955/E
Proposal : EXTENSION OF EXTERNAL DRINKING AREA AND 2
NO. TIMBER FRAME GAZEBOS ON PATIO AND
RELOCATION OF 2 NO. JUMBERELLAS
Application Type: FUL
Decision : PER
Decision Date : 10/10/2007

Application No : A/15/00055/MNR
Proposal : 2 NO INTERNALLY ILLUMINATED POST SIGNS 2 NO
INTERNALLY ILLUMINATED SETS OF LETTERS 2 NO
INTERNALLY ILLUMINATED DISPLAY CASES 2 NO
NON ILLUMINATED SETS OF LETTERS
Application Type: ADV
Decision : PER
Decision Date : 21/05/2015

Application No : 15/01034/MNR
Proposal : VARIATION OF CONDITION 3 OF 01/00811/N TO
ALLOW USE OF THE PATIO FROM 0900 UNTIL 2330
HOURS
Application Type: VAR
Decision : PER
Decision Date : 17/06/2015

Application No : A/19/00058/MNR
Proposal : THE INSTALLATION OF 1 NO. FREESTANDING 6M
TOTEM SIGN
Application Type: ADV
Decision : UNDECIDED

Application No : A/19/00059/MNR
Proposal : INSTALLATION OF SITE SIGNAGE INCLUDING; 4 NO.
FREESTANDING SIGNS, 1 NO. BANNER SIGN AND 18
NO. DOT SIGNS.
Application Type: ADV
Decision : UNDECIDED

Application No : 19/01370/MNR
Proposal : RECONFIGURATION OF THE WIDER SITE INCLUDING
PARKING AND PATIO LAYOUT, INSTALLATION OF
WRAP AROUND DRIVE-THRU LANE AND THE
INCLUSION OF A BACK OF HOUSE CORRAL
STORAGE AREA AND ASSOCIATED WORKS TO THE
SITE. INSTALLATION OF 2NO COD (CUSTOMER
ORDER DISPLAYS) AND GOAL POST HEIGHT
RESTRICTOR. ALTERATIONS TO THE ELEVATIONS
INCLUDING NEW ENTRANCE DOOR AND DRIVE-
THRU BOOTHS, NEW PLANT EQUIPMENT TO THE

Application Type: ROOF
Decision : FUL
Undecided

3. POLICY FRAMEWORK

National Planning Policy

- Planning Policy Wales (10th Ed) 2018
- Technical Advice Note 7: Outdoor Advertisement Control (1996)

Supplementary Planning Guidance

- Shop Fronts and Signage (June 2019)

4. CONSULTEE RESPONSES

- 4.1 The Operational Manager (Traffic and Transportation) raises no objection to the proposal.
- 4.2 The Operational Manager (SRS – Noise, Air & Light Pollution) has been consulted, no representations have been received.

5. REPRESENTATIONS

- 5.1 Three petitions, of 59, 51 and 15 signatories, have been received objecting to the proposal. The concerns expressed relate to health and wellbeing of the community, increased traffic, increased litter, anti-social behaviour and impact upon residential amenity.
- 5.2 Letters of representation, objecting to the proposal, have been received from parties of the following addresses:
- 12, 15, 16, 18, 20, 22, 23, 31, 32, 33, 34, 36 & 3 x no number provided Llys Faith, Llanishen
 - 8, 12, 63 Ty Glas Avenue, Llanishen
 - Ty Nant, 63, 91, 110, 114, 117, 124, 130, 136, 149, 154 Ty Glas Road, Llanishen
 - 39 & 79 Coed Glas Road, Llanishen
 - 102, 122, 137, 145, 148, 154, 160, 170, 174, 183, 186, 188, 221, 233, 251, 253, 257, 263, 265, 269, 273, 281, 283, & 1 x no number provided Fishguard Road, Llanishen
 - 132, 134 & 178 Fidlas Road, Llanishen
 - 8 & 11 Tasker Square, Llanishen
 - 1 & 27 Newborough Avenue, Llanishen
 - Headteacher of Coed Glas Primary School
 - 5 Gaerwen Close, Llanishen
 - 78 Ashbourn Way, Llanishen
 - 44 South Rise, Llanishen
 - 45 Station Road, Llanishen
 - 23 Trecastle Avenue, Llanishen

- 30, 36 & 44 Crundale Crescent, Llanishen
- 3 & 41 Wavell Close, Llanishen
- 26, 29, 33, 35 St Dogmaels Avenue, Llanishen
- 9, 11, 26 & 60 Kimberley Terrace, Llanishen
- 12 Cwrt Glas, Llanishen
- 10 Mostyn Square, Llanishen
- 149 Tatham Road, Llanishen
- 26 Crystal Glen, Llanishen
- 5 St Martins Crescent, Llanishen
- 10 Elan Road, Llanishen
- 19 Bluehouse Road, Llanishen
- 21 Llys Pegasus, Llanishen
- 32 Cherrywood Close, Thornhill
- 7 Sable Close, Lisvane
- 18 Cefn Onn Meadows, Lisvane
- 5 Ridgeway, Lisvane
- 9 Ilfracombe Crescent, Llanrumney
- 9 Clos Y Fran, Thornhill
- 10 Cheriton Drive, Thornhill
- 28 Guenever Close, Thornhill
- 42 Heol Hendre, Rhiwbina
- 20A Lakeside Drive
- 2 Skomer Court, Grangetown
- 5 Glynne Street, Riverside
- 10 Osprey Close, St Mellons
- 45 Mountbatten Road, Barry
- Several parties have supplied no address

The objections principally relate to the premise of advertising fast food, which is detrimental to health and well-being, within such close proximity to schools and the detrimental impact upon residential amenity.

5.3 Letters of representation, supporting the proposal, have been received from parties of the following addresses:

- 23 & 50 Fishguard Road, Llanishen
- 7 Llangefni Place, Llanishen
- 44a Heol Llanishen Fach, Llanishen
- 2 Trecastle Avenue, Llanishen
- 92 Heol Hir, Llanishen
- 13 Portfield Crescent, Llanishen
- 30 White Barn Road, Llanishen
- 25 St Dogmaels Avenue, Llanishen
- 8 Crundale Crescent, Llanishen
- 21 Spring Grove, Thornhill
- 22 Tristram Close, Thornhill
- 40 Angelica Way, Thornhill
- 57 Oakridge, Thornhill

- 7 Woodlawn Way, Thornhill
- 19 Pen Y Cefn, Thornhill
- 19 Plas Y Delyn, Lisvane
- 82 Heathway, Heath
- A Thornhill resident

5.4 Local Ward Member Cllr Phil Bale expresses concerns with the failure of the signage to be provided bilingually.

5.5 Local Ward Member Cllr Shaun Jenkins, also on behalf of Cllrs Lancaster and Parkhill, object to the proposal.

5.6 Julie Morgan AM objects to the proposal.

5.7 Anna McMorris MP objects to the proposal on the basis of the proximity to schools, particularly the local primary school.

6. ANALYSIS

6.1 The application was deferred at the Committee meeting on the 14th August 2019 for a site visit which subsequently took place on 9th September 2019. The application is reported for determination following the site visit.

6.2 The display of advertisements can be controlled in the interests of amenity and public safety as detailed at Sec. 6 of TAN7.

6.3 The design and visual appearance of the signage proposed is appropriate relative to the site and its setting the site historically benefits from signage in this placement upon the building, the former Harvester and the Ty Glas PH prior both utilising the areas for signage. The maximum illumination level as detailed would be in accordance with guidance produced by the Institute of Lighting Professionals for suburban areas. It is, therefore, considered that amenity would not be harmed.

6.4 The design and siting of the advertisements are considered not to have a detrimental impact upon public safety. The advertisements are located such that they would not create a hazard to or endanger people in the vicinity who are taking reasonable care for their own or others safety.

6.5 Whilst the provision of bilingual signage is encouraged this is not a matter, with reference to the material considerations detailed at para. 6.,1 that would justify refusal of consent. It should be noted in respect of this application that the signage consists of brand names and logos which could not be directly translated.

6.6 It is concluded that the application is acceptable and it is recommended that Advertisement Consent be granted.

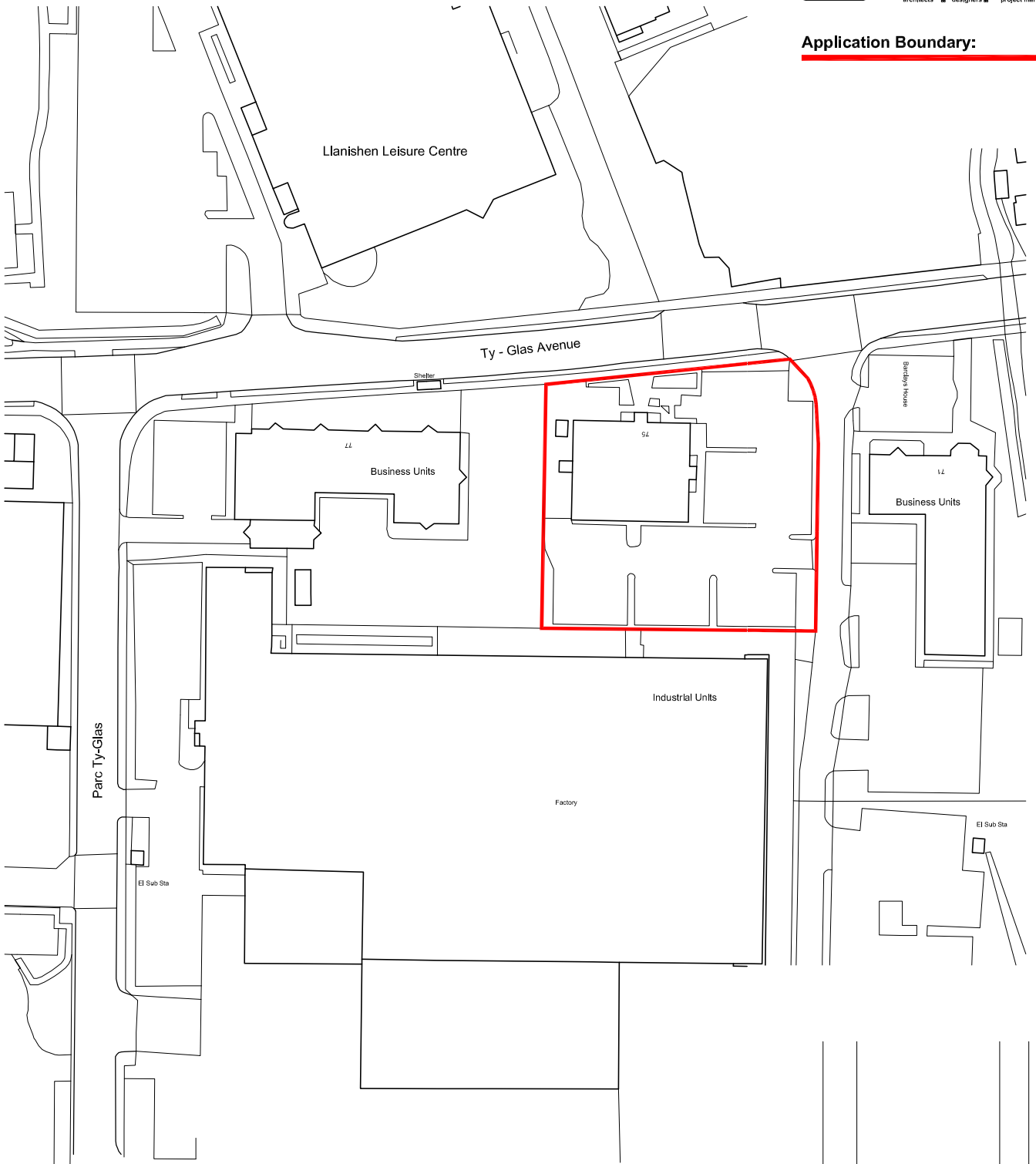


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architects ■ designers ■ project managers

Application Boundary:



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REV.	DATE.	PLANNING ISSUE	DRAWING REVISIONS.	BY.	CHECKED
A	26.04.19	PLANNING ISSUE		EV	-

GENERAL NOTES:
 All works are to be undertaken in accordance with the Building Regulations and the latest British Standards.
 All proprietary materials and products are to be used strictly in accordance with the manufacturer's recommendations.
 All dimensions to be checked on site prior to construction.
 All risks assessed to comply with the designer's responsibility under the Construction (Design Management) Regulations 2015.

PROPOSED DEVELOPMENT AT
 Harvester, Ty Glas Avenue
 CARDIFF CF14 5DX

STORE No :-
 NB8061

ON BEHALF OF :-
 McDonald's Restaurants Ltd

DRAWING TITLE :-
 Site Location Plan

DRAWN BY: EV
 CHECKED BY: [Blank]
 DRAWING No.: 7763-SA-8061-AL01 A
 SCALE & SIZE: 1:1250@A4
 DATE: April 2019

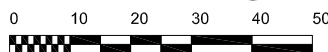
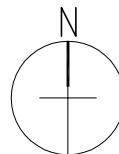


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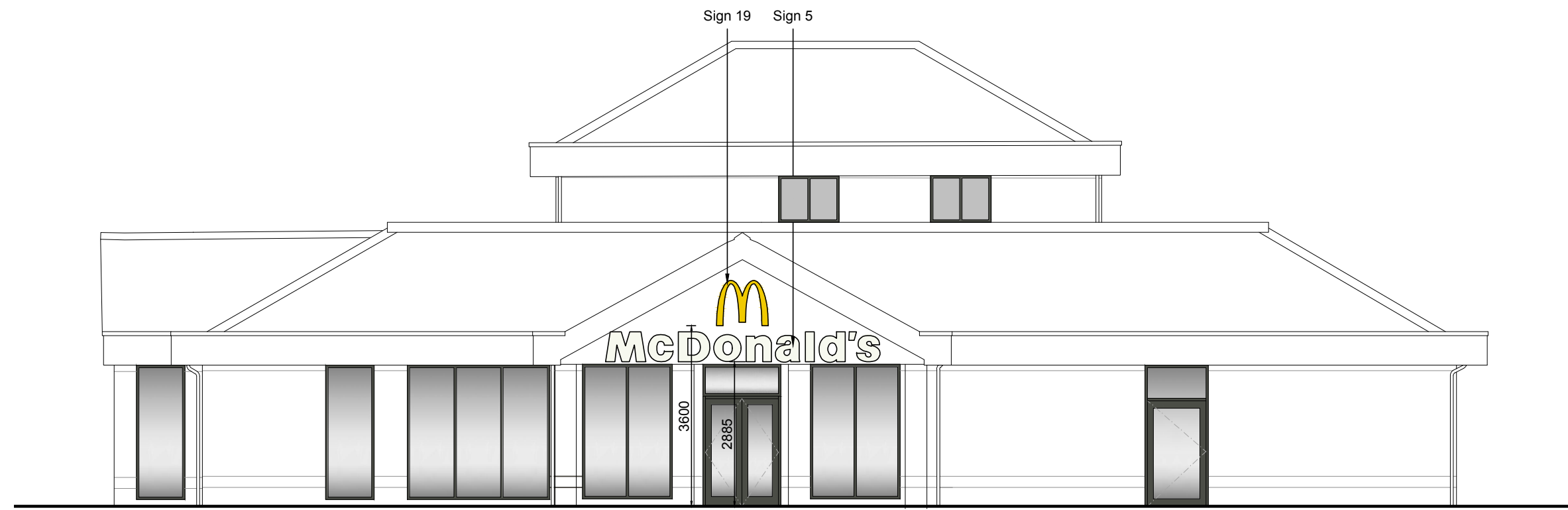


architects ■ designers ■ project managers

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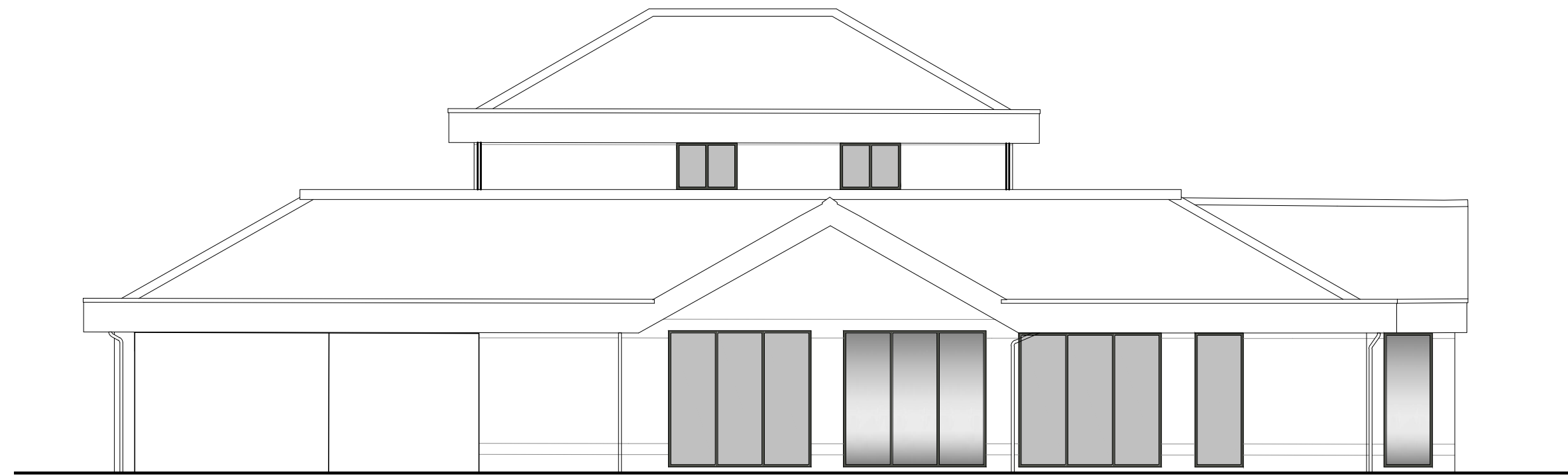
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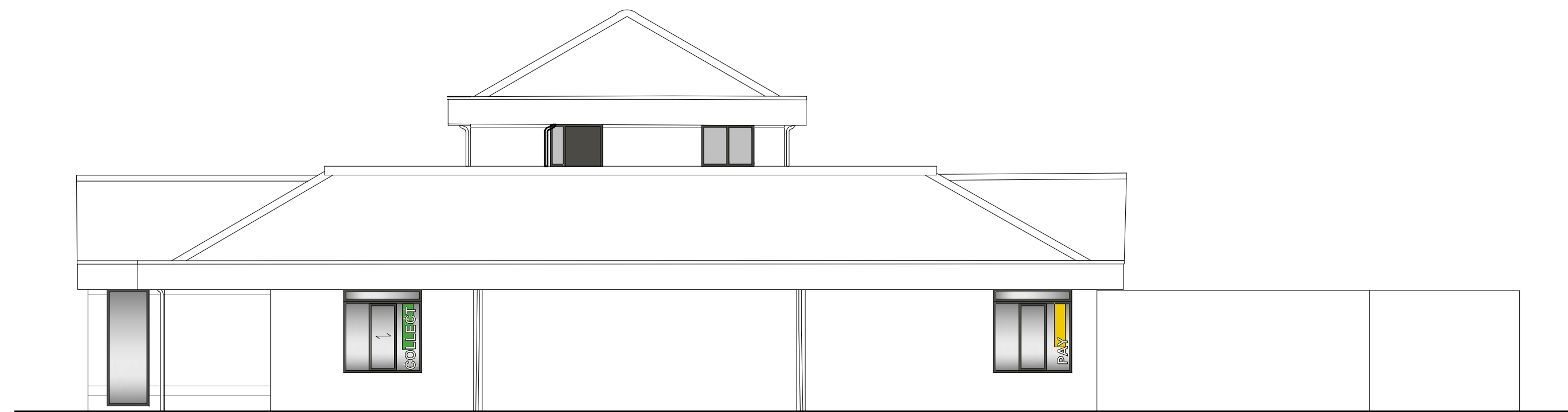
NORTH ELEVATION



EAST ELEVATION



SOUTH ELEVATION



WEST ELEVATION

BUILDING SIGN SCHEDULE - ERDDS SIGNAGE (BUTTERFIELDS SIGNS)								
ADVERT REF	SIGN TYPE	QTY	SIZE (mm)	MATERIALS	HEIGHT (mm) ABOVE GROUND	EXTENT (mm) OF PROJECTION	HEIGHT (mm) OF TEXT	ILLUMINATION
LETTERS	SIGN 5	2	5450W x 100D x 606H	White acrylic "McDonald's" text.	Refer to Elevations	N/A	606	(STATIC - Max. 600cd/m ²)
GOLDEN ARCH	SIGN 19	2	1029W x 100D x 900H	Yellow acrylic "Golden Arch" symbol.	Refer to Elevations	N/A	900	(STATIC - Max. 600cd/m ²)

REV.	DATE	PLANNING ISSUE	DRAWING REVISIONS	BY	CHECKED
D	06.07.2019	Updated to match latest elevations.		NCC	-
C	17.05.2019	Re-issued after comment.		BV	NCC
B	29.04.2019	Existing lock towers removed. Annotations updated.		BV	-
A	26.04.2019	PLANNING ISSUE		BV	-

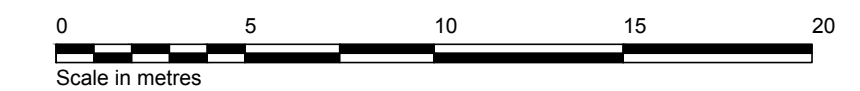
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 All dimensions to be checked on site prior to construction.
 All risks assessed to comply with the designer's responsibility under the Construction (Design Management) Regulations 2015.

PROPOSED DEVELOPMENT AT: Harvester, Ty Glas Avenue, CARDIFF CF14 5DX
 STORE No: NB8061

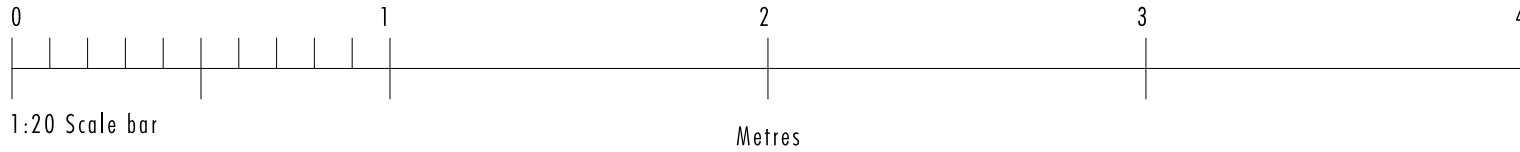
ON BEHALF OF: McDonald's Restaurants Ltd

DRAWING TITLE: Signage Elevations

DRAWN BY: BV
 SCALE & SIZE: 1:100@A1
 CHECKED BY: [blank]
 DATE: April 2019
 DRAWING No.: 7763-SA-8061-P009 D

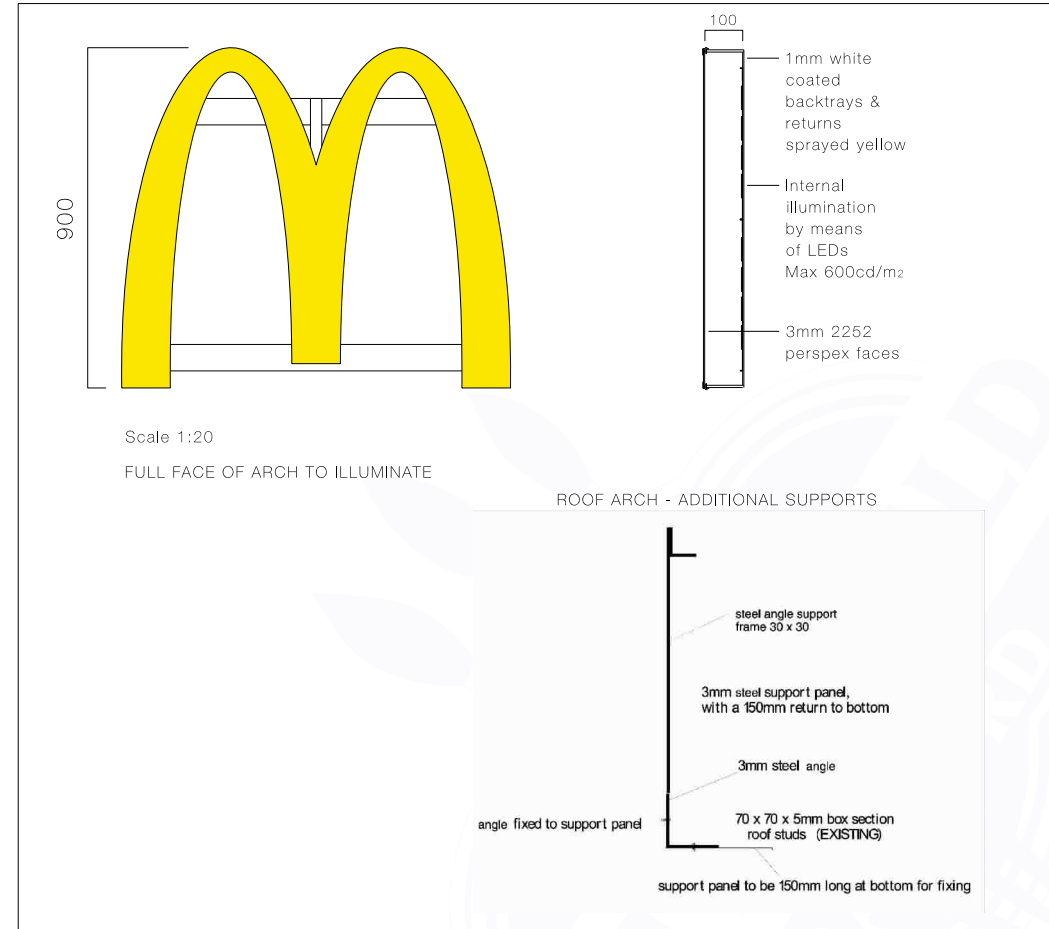


NON-MODEL



DATE	21-09-2010	SCALE	1:20 @ A4
SALES CONT.	ARB	DRAWN BY	GC
JOB NO.	97296	DWG NO.	McDonalds / 132 / 2010

SIGN 19



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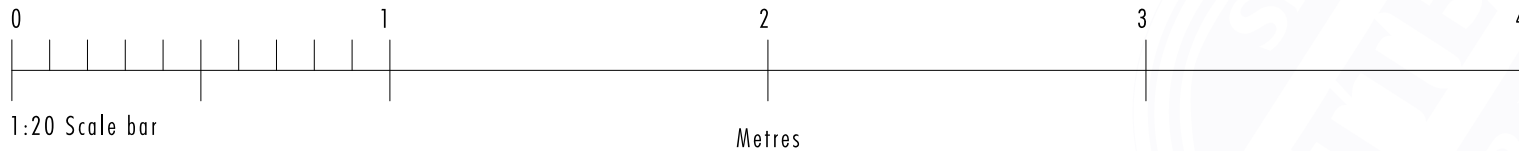
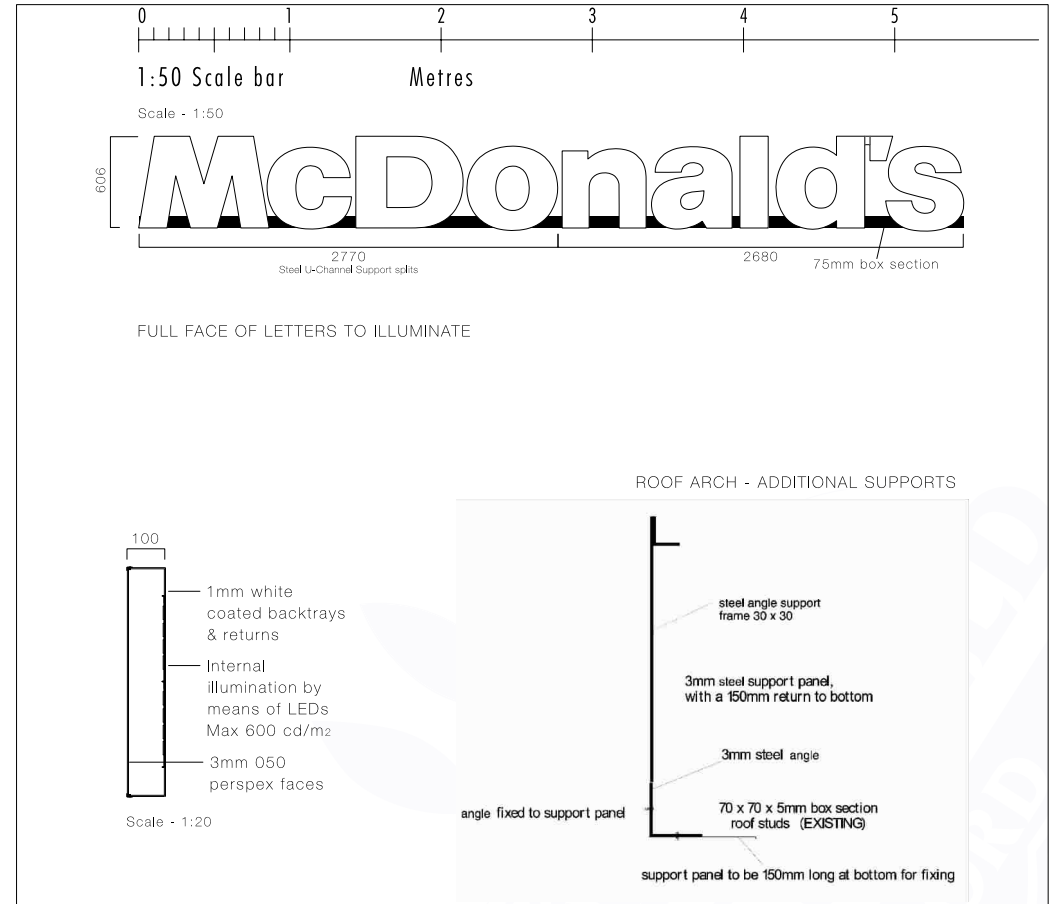
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CERTIFICATE No. FM 32534

SIGN 5

DATE	07 FEBRUARY 2008	SCALE	1:50/20 @ A4
SALES CONT.	ARB	DRAWN BY	GC
JOB NO.	77670	DWG NO.	McDonalds / 002 / 2008



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