

Code No. and Date Received	Name and Address of Applicant	Description and Location of Proposed Development
15/0424/ADV 24.06.2015	McDonald's Restaurants Ltd 11-59 High Road East Finchley London N2 8AW	Reconfigure existing signage suite Crossways Park Parc Pontypandy Caerphilly

APPLICATION TYPE: Application to Display Adverts

SITE AND DEVELOPMENT

Location: The application site is the McDonalds restaurant at Crossways/ Gallagher Retail Park, Caerphilly.

Site description: The premises are an existing purpose-built A3 restaurant use, in an area of the retail park that includes other A3 uses.

Development: Express consent is sought in respect of the re-configuration of the existing signage at the premises. The signage is to be re-configured in association with an extension that is the subject of a separate planning application. The existing roof signage to the front and side elevations of the building is to be removed and re-sited on the elevations of the proposed extension.

Dimensions: The large M to the side elevation measures 1.2m high by 1.42m wide with the McDonalds lettering to the front and side elevations measuring 0.606m high by 5.5m wide.

PLANNING HISTORY 2005 TO PRESENT

08/0270/NCC - Vary condition (6) of planning consent 5/5/96/0148 to allow the drive-thru facility only, to be open between the hours of 11.00p.m. and 7.30a.m. on Friday and Saturday nights only - Granted 20/05/2008.

08/0908/NCC - Vary condition 6 of planning consent 5/5/96/0148 to allow restaurant to open from 5am on Monday to Sunday inclusive - Granted 23/10/2008.

08/1052/FULL - Refurbish restaurant and alter elevations - Granted 04/11/2008.

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08/1053/ADV - Install customer order display and various new signage - Granted 04/11/2008.

09/0521/NCC - Vary Condition (06) of Planning Consent 5/5/96/0148 to allow restaurant to open from 6.00 a.m. to 11.00 p.m. Monday to Sunday inclusive - Granted 10/09/2009.

10/0673/NCC - Vary Condition 6 of Planning Consent 5/5/96/0148 to allow restaurant to open from 6.00 a.m. Monday to Sunday inclusive - Granted 03/12/2010.

11/0248/NCC - Vary condition (06) of 5/5/96/0148 to allow the restaurant to trade 24 hours a day seven days a week with drive through only restriction between 11pm - 6am daily (for a 12 month temporary period) - Granted 07/07/2011.

11/0336/FULL - Create new drive thru lane, 2 no. new customer order display units, reconfigure car park and create 3 no. additional parking spaces together with associated hard and soft landscaping works - Granted 16/09/2011.

11/0337/ADV - Erect 3 no. rotating double three-sided menu units, relocate 2 no. rotating double three-sided menu units and relocate the existing height restrictor monolith - Granted 16/09/2011.

11/0762/NCC - Vary Condition (5) of Planning Permission 11/0336/FULL to widen bays to 2.6 metres - Granted 16/01/2012.

11/0810/NCC - Vary Condition 6 of Planning Permission 5/5/96/0148 to allow the restaurant to open 24 hours a day seven days a week with drive thru only trading between 11.00 p.m. and 6.00 a.m. daily - Granted 20/01/12.

12/0004/ADV - Erect illuminated double sided appendage, featuring the 24 hour logo to be fixed to the existing McDonalds Sky Sign - Granted 15/03/12.

13/0537/FULL - Extend existing car park on adjacent vacant land which includes the introduction of 38 new bays, with the reconfiguration of the existing car park and site access with associated works to the site - Granted 28/11/2013.

14/0278/NCC - Vary Condition 7 (Landscaping scheme) of planning consent 13/0537/FULL (Extend existing car park on adjacent vacant land which includes the introduction of 38 new bays, with the reconfiguration of the existing car park and site access with associated works - Granted 26/06/2014.

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POLICY

Local Development Plan: Within settlement limits.

Policies

Local Development Plan: SP5 (Settlement Boundaries)

SP6 (Place Making)

CW2 (Amenity)

CW3 (Design Considerations: Highways)

CW15 (General Locational Constraints).

National Policy: Paragraph 4.11.9 of Planning Policy Wales (2012) states: - "The visual appearance of proposed development, its scale and its relationship to its surroundings and context are material planning considerations. Local planning authorities should reject poor building and contextual designs. However, they should not attempt to impose a particular architectural taste or style arbitrarily and should avoid inhibiting opportunities for innovative design solutions."

National Planning Guidance contained in Technical Advice Note 12 - Design.

CONSULTATION

Transportation Engineering Manager - No objection subject to conditions.

Head Of Public Protection - No objection.

ADVERTISEMENT

Extent of advertisement: The application has been advertised by means of a site notice and neighbour letters.

Response: None.

Summary of observations: Not applicable.

SECTION 17 CRIME AND DISORDER ACT

What is the likely effect of the determination of this application on the need for the Local Planning Authority to do all it reasonably can to prevent crime and disorder in its area?

There are no specific crime and disorder implications material to the determination of this planning application.

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EU HABITATS DIRECTIVE

Does the development affect any protected wildlife species? No.

Is this development Community Infrastructure Levy liable? No.

ANALYSIS

Policies: The application has been considered in accordance with national guidance, local plan policy and supplementary planning guidance. The basis on which all applications for advertisement consents can be determined as set out in legislation and is strictly limited to the effect on public safety and amenity. This application seeks consent to re-configure existing signage on this established restaurant in association with extensions that are the subject of a separate planning application. Whilst members may have concerns with regard to the application for the extensions it would not be reasonable to refuse this application in light of those concerns but rather the application should be considered against the two criteria set out above. In that regard it is considered that the proposed signage would not have a detrimental impact on public safety and in terms of amenity the signage would have no greater impact than it has in its current location. Consequently it is considered that the signage is acceptable in planning terms.

Comments from consultees: No objections raised. The conditions requested by the Transportation Engineering Services Manager are not considered to be necessary in this instance as the application property is situated some way off the adopted highway and as such the signage would have little or no impact on highway safety.

Comments from public: None.

Other material considerations: None.

RECOMMENDATION that Permission be GRANTED

