

PLANNING & DEVELOPMENT COMMITTEE

07 September 2023

REPORT OF: DIRECTOR PROSPERITY AND DEVELOPMENT

PURPOSE OF THE REPORT

Members are asked to determine the planning application outlined below:

APPLICATION NO: 23/0910/01 (MF)
APPLICANT: Rhondda Cynon Taf CBC
DEVELOPMENT: Wooden sign installed on grass area near main entrance of the Park
LOCATION: YNYSANGHARAD WAR MEMORIAL PARK, BRIDGE STREET, PONTYPRIDD
DATE REGISTERED: 07/08/2023
ELECTORAL DIVISION: Trallwng

RECOMMENDATION: Approve, subject to conditions.

REASONS: The sign forms a visible feature within its immediate setting, but is considered to be of appropriate design, scale and construction materials that ensures it is not overly prominent from wider views and has no detrimental impact to the character and appearance of the Historic Park and Garden. Furthermore, the sign has no impact upon public safety in the vicinity.

REASON APPLICATION REPORTED TO COMMITTEE

The application has been submitted by the Council, relates to land owned by the Council, and the Council's interest is more than minor in nature.

APPLICATION DETAILS

Advertisement consent is sought for the retention of a non-illuminated sign at Ynysangharad War Memorial Park, adjacent to the Bridge Street entrance. The wooden sign measures 6m in width by 3m in height and incorporates red acrylic lettering advertising the fact that the National Eisteddfod of Wales would be held at the Park in the summer of 2024. It is proposed the sign be in place for a temporary period of one year, being removed following the conclusion of the 2024 event.

SITE APPRAISAL

Ynysangharad War Memorial Park forms a large public park within the centre of Pontypridd that accommodates various recreation facilities. It is a registered Historic Park and Garden and is located within the Pontypridd Town Centre Conservation Area. The sign subject of this application has been erected adjacent to (south-east of)

the Park's main entrance at Bridge Street (A4223). There are numerous examples of other signs throughout the Park and within the wider area.

PLANNING HISTORY

There is a long history of planning applications at the site which relate to various different developments that have taken place throughout the Park over the years. However, none are considered relevant to this application and therefore no planning history is detailed below.

PUBLICITY

The application has been advertised by means of site notices and a press notice. No representations have been received.

CONSULTATION

Highways and Transportation – No objection or conditions suggested. The sign has no impact upon highway or pedestrian safety in the vicinity.

POLICY CONTEXT

The current LDP's lifespan was 2011 to 2021. It has been reviewed and is in the process of being replaced. The Planning (Wales) Act 2015 introduced provisions specifying the period to which a plan has effect and providing that it shall cease to be the LDP at the end of the specified period. These provisions were commenced on 04 January 2016 but do not have retrospective effect. Therefore, the provisions do not apply to LDPs adopted prior to this date and plans adopted before 04 January 2016 will remain the LDP for determining planning applications until replaced by a further LDP. This was clarified in guidance published by the Minister on 24 September 2020. Subsequently, the existing Plan remains the development plan for consideration when determining this planning application.

Rhondda Cynon Taf Local Development Plan

The application site is located inside of the settlement and defined town centre boundaries of Pontypridd.

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

Policy AW6 – requires development to involve a high standard of design and to make a positive contribution to placemaking.

Policy AW7 – identifies that proposals which impact upon sites of architectural or historic merit will only be permitted where it can be demonstrated that the proposal would preserve or enhance the character of the area.

Policy SSA1 – identifies the criteria for assessment of development within the defined town centre of Pontypridd.

Supplementary Planning Guidance

- Design and Placemaking
- The Historic Built Environment
- Design in Town Centres

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 Edition 11 (PPW) was issued on 24 February 2021 in conjunction with Future Wales: The National Plan 2040 (FW2040). PPW incorporates the objectives of the Well-being of Future Generations (Wales) Act into town and country planning and sets out Welsh Government's (WG) policy on planning issues relevant to the determination of all planning applications. FW2040 sets out the National Development Framework for Wales (NDF), WG's current position on planning policy at regional and national level.

It is considered the proposed development is consistent with the key principles and requirements for placemaking set out in PPW; and is also consistent with the Well-being of Future Generations (Wales) Act's sustainable development principles through its contribution towards the Welsh Ministers' well-being objectives of driving sustainable development and building healthier communities and better environments.

It is also considered the proposed development is compliant with the NDF, with the following policies being relevant:

- Policy 1 – Where Wales will grow
- Policy 2 – Shaping Urban Growth and Regeneration – Strategic Placemaking
- Policy 33 – National Growth Area – Cardiff, Newport and the Valleys

Other relevant national planning policy guidance consulted:

- PPW Technical Advice Note 7: Outdoor Advertisement Control
- PPW Technical Advice Note 12: Design
- PPW Technical Advice Note 24: The Historic Environment

REASONS FOR REACHING THE RECOMMENDATION

Part 1, 4. (1) of the Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) 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

The application relates to the erection of a temporary sign advertising a future event at a long-established public park, the 2024 National Eisteddfod of Wales.

The Eisteddfod would not only bring cultural and economic benefits to the town of Pontypridd but also RCT as a whole. Therefore, advertising the fact that the town and County Borough will host the event is an important process and this strategic location along one of the main highways into the Principal Town where it will get maximum exposure is considered an appropriate location for the sign.

Visual Amenity

Sited at the Park boundary adjacent to the A4223, Bridge Street, the sign inevitably forms a visible feature in its immediate setting. However, it is set down from Bridge Street and back from the boundary so is not overly prominent in wider views outside of the Park. Furthermore, the sign is of appropriate design, scale and construction materials that ensures it does not impact upon views from within the Park or the Park's wider setting; and has no undue impact upon the Park's status as a Historic Park and Garden. It is also noted that the sign would be removed following the conclusion of the 2024 Eisteddfod event and the land put back to its original state. There are consequently no concerns in visual terms.

Public Safety

The Highways and Transportation section commented that the sign has no detrimental impact upon highway or pedestrian safety in the vicinity. Consequently, no objections were raised or conditions suggested. The application is therefore considered acceptable in this respect.

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

While it is acknowledged the sign inevitably forms a visible feature within its immediate locality, it is not considered to have any detrimental impact upon the visual amenity of the Park or surrounding area. Furthermore, the sign has no impact upon pedestrian or highway safety in the vicinity.

The application is therefore considered to comply with the relevant policies of the Local Development Plan and is recommended for approval, subject to the conditions detailed below.

RECOMMENDATION: Approve, subject to conditions below.

1. The consent shall expire one year from the date of this Notice, before which the advertisement sign hereby approved shall have been wholly removed from site and the land put back to its original state.

Reason: To define the extent of this consent, in the interests of visual amenity and to protect the historic character and appearance of the Historic Park and Garden, in accordance with Policies AW5, AW6 and AW7 of the Rhondda Cynon Taf Local Development Plan.

2. The advertisement, and the site used for the display of the advertisement, 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 Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended).

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 Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended).

4. Where an advertisement is required under the Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) 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 Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended).

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