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## DESIGN STATEMENT

### Installation of External Cladding to Car Sales Garage



#### **PW Millar Ford**

Port Road East

Barry

South Glamorgan

CF62 9PZ

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## 1.0 INTRODUCTION

1.1 This statement has been prepared on behalf of our client PW Millar to support the Planning Application submitted to the Vale of Glamorgan Council in relation to the 'Installation of external cladding to car sales garage' at PW Millar, Barry.

1.2 The proposed development includes the installation of steel profile cladding to the external walls of the garage to create a more attractive building in this gateway location.

1.3 This statement should be read in conjunction with the following submitted drawings;

- *Drwg.PWM.001 – OS Location Plan*
- *Drwg.PWM.002 – Site Plan*
- *Drwg.PWM.003 – Yard From West*
- *Drwg.PWM.004 – Part N.E. Elevation (front) Existing and Proposed*
- *Drwg.PWM.005 – Existing S.W. and S.E. Elevations*
- *Drwg.PWM.006 – Proposed S.W. and S.E. Elevations*
- *Drwg.PWM.007 – Existing Part N.E. Elevation (Rear)*
- *Drwg.PWM.008 – Proposed Part N.E. Elevation (Rear)*

## 2.0 NATIONAL & LOCAL PLANNING POLICY

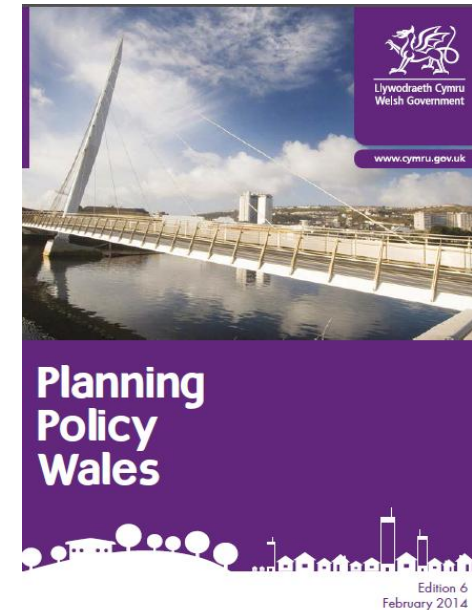
### NATIONAL POLICY

- 2.1 *Planning Policy Wales* (PPW) November 2014 sets out the land use planning policies of the Welsh Assembly Government. It is supplemented by a series of Technical Advice Notes. Procedural advice is given in circulars and policy clarification letters.
- 2.2 The Wales Spatial Plan *People, Places, Futures* sets a strategic framework to guide future development and policy interventions. It integrates the spatial aspects of National strategies for social inclusion

and economic development, health, transport and environment, translating the Assembly Government's sustainable development duty into practice.

- 2.3 This document consolidates and replaces *Planning Policy Wales, 2002* and *Ministerial Interim Planning Policy Statements* issued between 2002 and 2009, all of which are hereby cancelled. References in other Assembly Government documents to *Planning Policy Wales* and MIPPS should be construed accordingly.
- 2.4 Chapter 4 – *Planning for Sustainability* is of specific

relevance to the development of the site.



- 2.5 Paragraphs 4.11.1 states:

*Design is taken to mean the relationship between all elements of the natural and built environment. To create*

sustainable development, design must go beyond aesthetics and include the social, environmental and economic aspects of the development, including its construction, operation and management, and its relationship to its surroundings.

2.6 Paragraph 4.11.2 continues with:

*Good design can protect and enhance environmental quality, consider the impact of climate change on generations to come, help to attract business and investment, promote social inclusion and improve the quality of life. Meeting the objectives of good design should be the aim of all those*

*involved in the development process and applied to all development proposals, at all scales, from the construction or alteration of individual buildings to larger development proposals*



2.7 Planning Policy Wales Technical Advice Note 12: Design, sets out the Welsh Assembly Government's detailed advice on how to achieve good design in all development at every scale throughout Wales.

2.8 The guidance sets out the Assembly's objectives for good design, namely

- **Access** – ensuring ease of access for all.
- **Character** – sustaining or enhancing local character. Promoting legible development. Promoting a successful relationship between public and private space. Promoting quality,

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choice and variety.

Promoting innovative design.

- **Community safety** – ensuring attractive, safe public spaces. Security through natural surveillance.
- **Environmental sustainability** – achieving efficient use and protection of natural resources. Enhancing biodiversity. Designing for change.
- **Movement** – promoting sustainable means of travel.

**LOCAL POLICY**

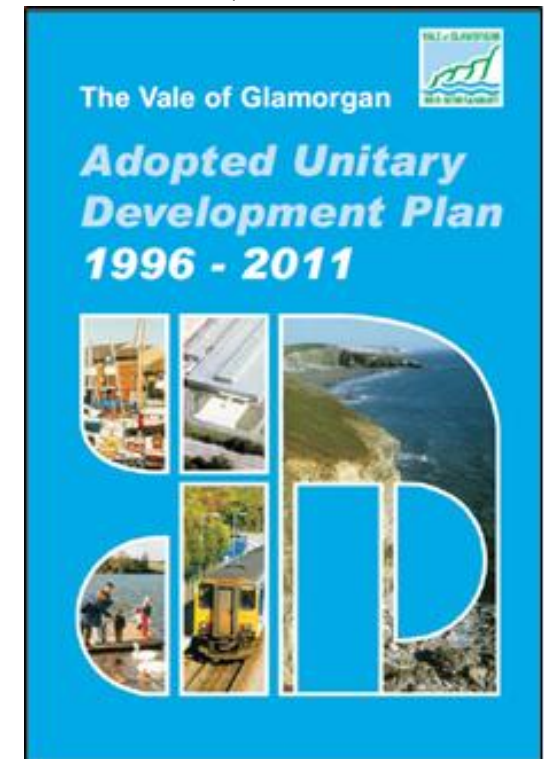
2.9 The current development plan comprises the Adopted Unitary Development Plan (1996).

2.10 The relevant policies in the Adopted Unitary Development Plan are:

- Policy ENV27: Design of New Developments

PROPOSALS FOR NEW DEVELOPMENT MUST HAVE FULL REGARD TO THE CONTEXT OF THE NATURAL AND BUILT ENVIRONMENT AND ITS SPECIAL FEATURES. NEW DEVELOPMENT WILL BE PERMITTED WHERE IT:

- (i) COMPLEMENTS OR ENHANCES THE LOCAL CHARACTER OF BUILDINGS AND OPEN SPACES;
- (ii) MEETS THE COUNCIL'S APPROVED STANDARDS OF AMENITY AND OPEN SPACE, ACCESS, CAR PARKING AND SERVICING;
- (iii) ENSURES ADEQUACY OR AVAILABILITY OF UTILITY SERVICES AND ADEQUATE PROVISION FOR WASTE MANAGEMENT;
- (iv) MINIMISES ANY DETRIMENTAL IMPACT ON ADJACENT AREAS;
- (v) ENSURES EXISTING SOFT AND HARD LANDSCAPING FEATURES ARE PROTECTED AND COMPLIMENTED BY NEW PLANTING, SURFACE OR BOUNDARY FEATURES;
- (vi) ENSURES CLEAR DISTINCTION BETWEEN PUBLIC AND PRIVATE SPACES;

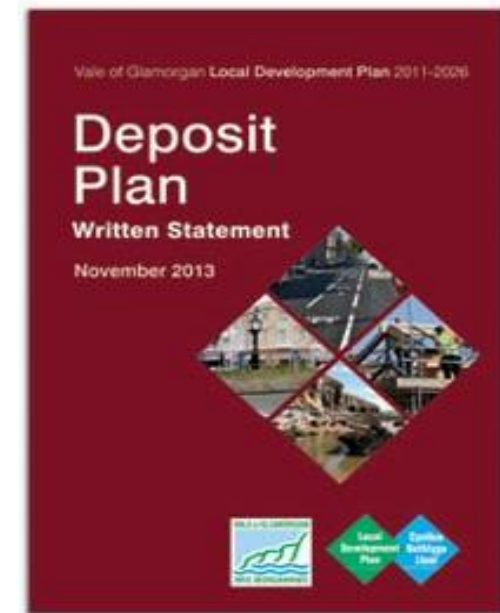


- (vii) PROVIDES A HIGH LEVEL OF ACCESSIBILITY, PARTICULARLY FOR PUBLIC TRANSPORT, CYCLISTS, PEDESTRIANS AND PEOPLE WITH IMPAIRED MOBILITY;
- (viii) HAS REGARD TO ENERGY EFFICIENCY IN DESIGN, LAYOUT, MATERIALS AND TECHNOLOGY; AND
- (ix) HAS REGARD TO MEASURES TO REDUCE THE RISK AND FEAR OF CRIME.

2.11 The Council has also recently consulted on its Deposit Local Development Plan (LDP). Whilst the policies in the LDP are have not yet been tested by an Inspector at Public Inquiry and

are therefore not applicable at present, it is considered that the Deposit LDP is a relevant material consideration in the determination of this planning application. This is in accordance with PPW which advises that where development plan policies are outdated or superseded local planning authorities should give them decreasing weight in favour of other material considerations, such as national planning policy, in the determination of individual applications. It is for the decision-maker to determine whether policies in the adopted Development Plan are out of date or have been superseded by other material considerations

and this should be done in light of the presumption in favour of sustainable development.



2.12 Specifically relevant to this proposal is Policy MD2: Place Making. Policy MD2 states:

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DEVELOPMENT WILL BE FAVOURED WHERE IT CONTRIBUTES TO CREATING HIGH QUALITY,

HEALTHY, SUSTAINABLE AND LOCALLY DISTINCT PLACES. IN PARTICULAR PROPOSALS SHOULD:

1. BE OF A HIGH STANDARD OF DESIGN THAT POSITIVELY CONTRIBUTES TO THE CONTEXT AND CHARACTER OF THE SURROUNDING NATURAL AND BUILT ENVIRONMENT;  
2. RESPOND APPROPRIATELY TO THE LOCAL CONTEXT AND CHARACTER OF NEIGHBOURING BUILDINGS IN TERMS OF TYPE, FORM, SCALE, MIX, AND DENSITY;

3. IDENTIFY OPPORTUNITIES TO PROVIDE NEW OR ENHANCED AREAS OF PUBLIC REALM PARTICULARLY IN KEY LOCATIONS SUCH AS TOWN CENTRES, MAJOR ROUTES AND JUNCTIONS;

4. IN THE CASE OF RETAIL CENTRES, PROVIDE ACTIVE STREET FRONTAGES TO CREATE ATTRACTIVE AND SAFE URBAN ENVIRONMENTS;

5. PROVIDE A SAFE AND ACCESSIBLE ENVIRONMENT , GIVING PRIORITY TO PEDESTRIANS,

CYCLISTS AND PUBLIC TRANSPORT USERS;

6. WHERE APPROPRIATE, CONSERVE AND ENHANCE THE QUALITY OF, AND ACCESS TO,

EXISTING OPEN SPACES AND COMMUNITY FACILITIES;

7. SAFEGUARD EXISTING PUBLIC AND RESIDENTIAL AMENITY, PARTICULARLY WITH REGARD TO PRIVACY, OVERLOOKING, SECURITY, NOISE AND DISTURBANCE;

8. INCORPORATE SENSITIVE LANDSCAPING INCLUDING THE RETENTION AND ENHANCEMENT OF EXISTING FEATURES AND BIODIVERSITY INTEREST; AND

9. MAKE A POSITIVE CONTRIBUTION TOWARDS TACKLING THE CAUSES OF AND ADAPTING TO THE IMPACTS OF CLIMATE CHANGE BY PROMOTING RENEWABLE AND LOW CARBON ENERGY USE.



### 3.0 PROPOSAL

- 3.1 The application seeks planning permission for the installation of external cladding to the car sales garage on Port Road East, Barry.
- 3.2 The proposal is located on Port Road East which is the main road in the north of Barry linking the Primary Settlement with the M4 at Culverhouse Cross, Cardiff, South Wales and the UK.
- 3.3 Port Road East is also the main link from these destinations with Cardiff International Airport which has recently been purchased by the Welsh Government and is a priority for increasing the economic

prosperity of South Wales through its tourist potential and economic investment opportunities.

- 3.4 In this regard, Port Road East is a gateway location and opportunities for improving its appearance should be capitalised on. This is the intention of the proposal subject of this planning application.



### VISUAL IMPACT/DESIGN

- 3.5 The application site consists of a petrol filling station with associated Kiosk, a car sales garage and forecourt and a vehicle servicing and MOT centre to the rear.
- 3.6 PW Millar is a long established business in the area and the planning history for the site below demonstrates continued efforts to improve the performance of the business as well as the visual appearance of the premises. Both of which go hand-in-hand.

**2014/00581/ADV : PW Millar Ltd.,  
148, Port Road East, Barry - Non  
illuminated fascia sign –**

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**Approved 10<sup>th</sup> July 2014.**

**2009/00871/ADV : PW Millar Ltd.,  
148, Port Road East, Barry -  
Rebranding of existing Texaco  
illuminated image on the  
Forecourt Canopy, Forecourt  
Stanchions & Primary Identifier  
Display (PID or Pole Sign) -  
Approved 24 September 2009.**

**2005/00415/ADV : P. W. Millar,  
148, Port Road East, Barry -  
Various signs - Approved 15  
July 2005.**

**1999/01010/ADV : P. W. Millar  
Ltd., 148, Port Road East, Barry -  
Signage to additional building -  
Approved 29 October 1999.**

**1998/00467/ADV : P. W. Millar  
Limited, 148, Port Road East,  
Barry - Building fascia signage -  
Approved 1 July 1998.**

**1997/00809/FUL : P W Millar Ltd,  
Port Road, Barry - Single storey  
building to provide vehicle  
showroom - Approved 12  
September 1997.**

**1992/00385/ADV : P. W. Millar,  
Port Road East, Barry - Flags -  
Approved 28 July 1992.**

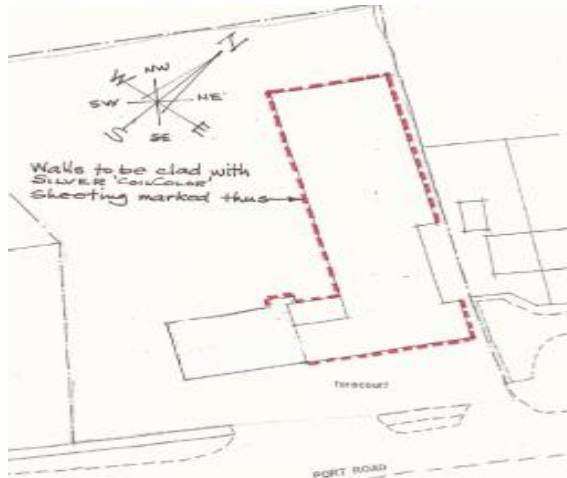
**1992/00217/FUL : P. W. Millar  
Ltd., Port Road East, Barry -  
Installation of security floodlights  
and portacabin - Approved 28  
July 1992.**

**1991/01130/FUL : P. W. Millar  
Ltd., Port Road East, Barry -  
Increase of concrete forecourt  
to provide additional car  
display area - Approved 28  
July 1992.**

3.7 The external appearance of the car sales building at present is worn and tired. The walls are white painted render which is difficult to keep clean on this busy section of highway.



3.8 The proposal therefore is to overcome this issue and enhance the appearance of the building to reflect its status as a car sales garage and install silver colour coated steel profile sheeting to the majority of the external elevations.



3.9 The sheeting will enclose and complement the existing and recently approved signage

(2014/00581/ADV refers) and the existing glazing.

3.10 The benefits of the steel profile sheeting are:

- Architectural attractiveness and durability
- Strength and resistant to fire and all weather conditions
- Easy to assemble, time and labour saving
- Light weight and easy to handle and store
- Does not break, crack or leak
- Environment friendly
- Low maintenance cost

## NEIGHBOURING IMPACT

3.11 The proposal is considered to have a positive impact on neighbouring amenity, improving the external appearance of the unit and therefore their visual amenity and outlook.



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**Access, Parking and Highway  
Safety**

3.12 The proposal will have no impact on access, parking or highway safety.

**4.0 CONCLUSION**

4.1 The application seeks planning permission for the installation of silver profile sheeting the external elevations at PW Millar on Part Road East, Barry.

4.2 In accordance with national and local planning policies, the proposal will result in a more attractive building which will enhance the character and appearance of the area and compliment the areas status as a 'gateway' location.