

Comments for Planning Application 26/11011/A

Application Summary

Application Number: 26/11011/A

Address: Malago Road Trade Park Bedminster Bristol BS3 4JQ

Proposal: 2 x D48 Panels on a Monopole.(Internally illuminated).

Case Officer: Tatenda Nyajeka

Customer Details

Name: Not Available

Address: Not Available

Comment Details

Commenter Type: Amenity - Residents Group

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment:BRISTOL CIVIC SOCIETY supplementary notes to submission of 11 April 2026

26/11011/A

2 x D48 Panels on a Monopole.(Internally illuminated).

Malago Road Trade Park Bedminster Bristol BS3 4JQ

The following Notes are in addition to earlier submission in case a determination is imminent on Malago LED advertising Totem (Mr Clutch Bedminster)

General Location

The proposal is on a raised flat grass-bed beside a swerve in the alignment of Malago Road BS3. The grass is usually mown and by inspection incorporates a number of buried utilities' access covers. There are no bushes or trees.

The applicant is likely taking this raised grass ground as Ground level so gaining extra display height of up to a metre down the adjacent main roads.

The Totem is set immediately South of Mr Clutch Bedminster Franchise Building on the trade park, the south elevation of which facing passing traffic has a sequence of branded passive signage below roof level.

The Proposal will likely disrupt the effectiveness of the building tenant's own signage

To the South of the grass There is a brick retaining wall of about 1m height at back of pavement which pavement is itself BCC land.

The Malago Road offsets are about 13m from Mr Clutch south façade to the short retaining wall to the West and 7m offset to the East corner of Mr Clutch.

The available space for a 6.5m long display structure is therefore 50% to 100% of the grass width according to linear placement.

Its foundations MIGHT interfere with the industrial unit or buried services.

The dwarf-wall then curls around into St Johns Road with a large BCC road sign set high upon poles in the pavement. This indicates a junction to A38 and Taunton ahead at the far end of the trading estate. (Sheen Road traffic lights) 200m away.

Traffic access.

The customer road access to Mr Clutch is off St Johns Road. The remaining trading estate itself has two road access points onto Malago Road the East of which is immediately West of the Grass. These are each about 18-meter-wide pedestrian pavement crossings with articulated HGV cutting through customer parking to unload supplies to different units on a daily basis. All of these arrive from and exit onto Malago road without restriction on direction using complicated swept paths.

Pavement traffic includes fast-moving (illegal) scooters, and family groups on foot. Some of these are Lidl shoppers en-route home as this is actually a residential area but there is no typical pedestrian type.

Distraction of any of these parties to potential accident, by the screens, even if just by colour change or reflection on wet tarmac is highly undesirable

Malago road has been rebuilt in 2024 as part of the Bedminster Green development and is of three lanes to the West of the Proposal rising to 4 lanes to the east.

RAILWAY

Immediately to the South of Malago Road is the southwest main railway line set-atop an embankment of about six metres height. There are some trees on this bank but they appeared to be kept in check (i.e. pruned or felled) by Network rail and not in leaf over the winter months. Beyond the embankment, houses in Windmill Hill district are clearly visible, as is the 14 Storey Polden House, which may be regarded as a light receptor, from the advertisements even of not legible.

West of the Site is the car park of the trading estate which has differing unit architecture and varied busy hours for the cars and vans and HGV that visit it. At least one unit trades seven days a week and until 8pm on weekdays. All this traffic crosses the Malago road pavements.

Beyond the estate lie the New traffic lights, Lidl, Airpoint housing scheme, and the Former Selco Builders Merchants which has been subject to a residential application so must be seen as a potential residential amenity receptor of light from the development.

The south side of the road is disfigured by a dismal collection of static advertisements branded as Global .

East of the Site, are various residences. North of Malago road is St John's Road, Malago Rd residences by number (sheltered housing?), Church lane, St Catherine's Place and Little Paradise, recently finished and omitted by the applicants. There is some limited screening by garden trees which could simply vanish upon identification of an issue. No controls.

To the South of Malago Road the Watkins Jones Development of three student residences has mobilised adding several hundred new receptors to any amenity nuisance.

Application form, Applicant & Agent

As is typical for such proposals the agent has not sought BCC advice nor consulted the public.

The applicants appear out-of-town with no obvious interest in the locality

Height: 3.1 metres

Width: 6.2 metres

Depth: 0.5 metres

What is the height from the ground to the base of the advertisement? : 2.5 metres The advertisement is declared static.

There's plentiful conflict between this and other documents.

Standard Details

The appliance is V-shaped .

3m at the rear.

1m at the front

6.3m deep (more like 6.5m due to angles)

Ground Cover 13 m2

Central monopole .

LED screens.

Proposed SouthWest Elevation Drawings

The view point is not defined but appear to be within Screw fix car park looking East

View shows circa 2m offset of screen from Mr Clutch Façade

View includes tree cover not present to mask dwellings on Malago Road .

The wall is at the Rear of the parked Car to scale. Error

St Catherines Place is drawn

Little Paradise is not drawn

the 14 Storey Polden House is not drawn to South West

Watkins Jones build-out is not drawn

Railway embankment is not drawn

Mr Clutch office is drawn 8m high relative to car park .

Top of screen is 6.5 m high relative to Malago Road .

Proposed NorthEast Elevation Drawings

The view point is not defined

The view is Westbound

View includes tree cover not present

The view includes Screwfix Bedminster

View includes 2m clearance between Mr Clutch and Screen , so screen should appear to overhang retaining wall.

View excludes Lidl shop,

View excludes Railway embankment

View excludes A38 Traffic Lights .

View excludes former bus-gate lights removed after March 2021

View excludes traffic signs public or private.

TVIA (Google Street view dates vary but e.g. October 2024 but subscription Version.)

Proposed View North Eastbound

Google date tbc March 2021

Monopole is depicted in grass slope and not on the flat grass

Screen is as high as the Mr clutch office

Tenants advertising is erased

Visible residences with windows facing site include St Catherine's place

Malago Road sheltered Flats

Church Lane

Not Shown Little Paradise (due to 2021 date selected, visible by October 2024 version)

Not Shown Watkins Jones Development or current road redesign .

Not Shown Polden House south of railway

Shown GWR Railway embankment,

Camera position is roof of an eastbound car in the North Lane , with an exit from the car park ahead.

The advertisement will command attention here.

At the date photographed five years ago, there was a traffic light bus gate outside screwfix , the road has been redesigned since.

Purple Car approaching the google camera vehicle in 2021 is the same in both cases.

Proposed View South Westbound

Google Date tbc October 2024

Monopole is depicted on the flat raised grass,

Screen is as high as the Mr clutch office

Tenants advertising is partially erased

Van in picture obscures long view to traffic Lights

Totem Advertisement obscures long view to Selco Builders Merchants Residential planning application

Photo includes GWR rail embankment but shows more trees than now present , with leaves not fully dropped,

Photo is taken backwards from roof of a car travelling Eastwards in the north Lane in 2024, i.e. not traffic realistic , Traffic did travel this way westbound in North Lane during one way street period of regeneration 2023-24 but that isn't what's depicted here. Black/Blue VW Car following the google camera vehicle is the same in both cases.

Application Letter

States not in conservation area , but actually only a few M away from Bedminster CA boundary..
States 20mph but that doesn't account for speeding vans, electric scooters capable of 30+ on pavements or roads. Bicycles not subject to motor speed limit etc. in real world advertising and accident conditions.

Network Rail Main Line , BTM to Cornwall.

The Proposal lies between Parson Street Station and Bedminster Station, about a mile from Bristol Temple Meads Station.

The railway is on an embankment crossing Sheene road Underbridge at 15.3ft traffic Clearance
Track level therefore approximates to 6m above Sheene rd and Malago Road

A similar estimation of height above Malago Road could be made at Windmill Hill Underbridge .
Tree Cover on the embankment is already reduced from that shown on the TVIA's and could be removed at any time by Network Rail if it felt the need.

Implications are therefore as follows.

1. The approaching train drivers are likely to have the West facing screen in direct or peripheral vision for 200m and may well experience a colour change on the screen.
2. The East Facing Screen is currently similarly visible to Cornwall-bound trains, (Watkins Jones student development will shutter this somewhat but not prevent final vision of the screen and any colour changes close-up.
3. Due to a sharp rise in topography there's a fair chance of the light being seen from top of Public Open Space St John's Churchyard looking North East over the top of the Railway Embankment, (as is the Sheen Road advertisement already)