

DELEGATED REPORT

Application No:	P/23/0272
Site Address:	General Dynamics Land Systems Ltd Merthyr Road Pentrebach Merthyr Tydfil CF48 4LA
Development:	Erect three signs to the front of the unit
Case Officer:	Rebecca Owens
Application Expiry Date:	8th January 2024
Consultation reply date expired:	25th December 2023

APPLICATION SITE

The application site relates to a detached industrial unit located to the north-east of Merthyr Tydfil Industrial Park. The area is predominately characterised by industrial and commercial properties. However, the residential area of Pentrebach abuts the northern boundary of the site. Access to the industrial park is from the A4054 to the south of the site. The wider site is bound to the southeast and northeast by open landscaping but is highly visible from the west via the A470 flyover.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the erection of three signs on the south western elevation of the building.

An internally illuminated stainless steel sign comprising of built up lettering would be installed above the main, central entrance into the building . This would be 1m in height by 5.98m in width, mounted with its base at a height of 8.5m from the ground and would project out 0.08m from the face of the building.

Either side of this it is proposed to install flexi-face signs which are internally illuminated, one portraying the British flag and the other the Welsh flag. These would be 2m in height by 3m in width, mounted with their bases at a height of 8m from the ground and would project out 0.2m from the face of the building.

PLANNING HISTORY

There have been a number of recent application relating to this site but the relevant planning history is detailed below:

P/17/0054	Erection of an internally illuminated fascia sign Granted advertisement consent on 28 March 2017
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P/08/0118 Installation of new signage to buildings
Granted advertisement consent on 12 June 2008

CONSULTATION

The following bodies were consulted and their responses are presented below:

Head of Engineering & Highways No objection

Environmental Health Manager No objection

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, two site notices were displayed within the vicinity of the site.

No letters of objection were received following this publicity exercise.

POLICY CONTEXT

National Development Framework

Future Wales: the National Plan 2040 (February 2021) sets out a strategy for addressing key national priorities through the planning system, including sustaining and developing a vibrant economy, achieving decarbonisation and climate-resilience, developing strong ecosystems and improving the health and well-being of our communities.

National Planning Policies

Planning Policy Wales (Edition 11, February 2021)

Technical Advice Note 7 – Outdoor Advertisement Control (1996).

Local Planning Policies

There are no specific policies contained within the adopted Merthyr Tydfil County Borough Council Replacement Local Development Plan 2016 - 2031 pertaining to this type of application.

PLANNING CONSIDERATIONS

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

In terms of the impact of the new signage on visual amenity, given the setting and scale of the building, it is considered that the proportions and general appearance of the signs would be appropriate and not overly dominant in visual terms. It is acknowledged that the signage would be visible, especially when viewed from the west via the A470 flyover. However, it is not considered that the adverts would be overly obtrusive or would appear

out of character within the context of an area which is predominantly commercial in nature. Therefore the application is considered acceptable in this regard.

With respect to public safety, the application has been the subject of consultation with the Head of Engineering and Highways who has raised no objection or suggested any conditions in respect of the submitted scheme. Having regard to this and due to the nature of the surrounding area, the signage would not have an adverse impact on highway safety.

The duty to improve the economic, social, environmental and cultural well-being of Wales, in accordance with the sustainable development principle, under section 3 of the Well-Being of Future Generations (Wales) Act 2015 ("the WBFG Act") has been taken into consideration when determining this application. In reaching the following recommendation, the ways of working set out at section 5 of the WBFG Act have been considered and thus the proposal is in accordance with the sustainable development principle through its contribution towards one or more of the Welsh Ministers well-being objectives set out as required by section 8 of the WBFG Act.

Accordingly the following recommendation is made:

RECOMMENDATION: BE APPROVED

CONDITIONS/REASONS:

None.

RECOMMENDATION ENDORSED



Director of Neighbourhood Services

DATE: 02.01.2024