

DELEGATED REPORT

Application No:	P/21/0414
Site Address:	Unit C3 Triangle Business Park Pentrebach Merthyr Tydfil CF48 4TQ
Development:	Advertisement consent for the erection of 7 signs (fascia, totem and window graphics)
Case Officer:	David James
Site Visit:	14th January 2022
Application Expiry Date:	9th February 2022
Consultation reply date expired:	6th January 2022

APPLICATION SITE

This application relates to the Unit C3 (former Ruggers store) within the established Triangle Retail Park in Pentrebach. It is sited within a row of retail units, and is bound by other units to either side, a service area to the rear, and the footpath and car park serving the Retail Park to the front.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the installation of 7 signs, with 5 of these being illuminated and the remaining 2 being non-illuminated. Following discussions with the agent, two signs (which would have been installed at and near the entrance of the retail park) which were considered unacceptable, were removed from the proposal and replaced with a more appropriate sign.

Five of the signs would be located on the front elevation of the retail unit, and one on the side elevation, in similar positions to previous signage. One illuminated sign would be located on a shared totem sign, located on the eastern boundary of the retail park.

The largest sign (Sign 1 on the site plan), on the front elevation of the unit, would be attached to the metal canopy above the main entrance. It would be statically illuminated by internal LEDs. It would measure 11m wide and 3.7m high and would be installed 3m above ground level.

An additional sign (Sign 2) would be installed directly above the main entrance doors and would also be statically illuminated by internal LEDs. It would measure 5.5m wide and 0.8m high and would be installed 2.5m above ground level. A further statically illuminated

sign (Sign 3) would be located to the left of the entrance doors. It would measure 2.5m wide and 2.5m high and would be installed 1.5m above ground level.

Non-illuminated window graphics (Signs 4 and 5), measuring 5.5m wide and 2.2m wide would be installed on the inside of the glass entrance doors. One set of graphics would be prior to the opening of the gym, while the other would be displayed once the gym is in operation, replacing the previous graphics.

One sign (Sign 6) would be installed on the side elevation of the unit. It would be statically illuminated by LEDs and would measure 4.5m wide and 0.9m high. It would be installed 4m above ground level, and would replace a previous, smaller sign in a similar position.

A further sign would be installed on an existing shared totem sign, within the retail park and facing the adjacent highway of A4060. The sign would be illuminated and would measure 1.5m wide and 0.2m high.

PLANNING HISTORY

- P/21/0393 - Installation of 8 condenser units to the side of the property, install new entrance doors, erect new cycle stands and other external alterations
Permission GRANTED 06/01/22
- P/17/0150 - Change of use of Unit C3 from retail (Use Class A1) to a flexible use for an indoor trampoline park (Use Class D2) and its reversion to an A1 retail use
Permission GRANTED 19/06/17

CONSULTATION

- | | | |
|---------------------------------|---|--------------|
| Head of Engineering | - | No objection |
| Environmental Health Manager | — | No objection |
| Head of Policy & Implementation | — | No objection |

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) Order 2012, letters were sent to the adjoining units.

No representations were received as a result of this publicity exercise.

POLICY CONTEXT

There are no specific policies relating to applications for advertisement consent within the Merthyr Tydfil Replacement Local Development Plan 2016-2031. Therefore, this application shall be determined with particular regard to Technical Advice Note (TAN) 7: Outdoor Advertisement Control:

- Section 6 notes that the general approach to dealing with advertisement applications is similar to the process of dealing with planning application. The display of outdoor advertisements can only be controlled in the interests of amenity and public safety.
- Section 10 notes in assessing an advertisement's impact on public safety, local planning authorities should have regard to its effect upon the safe use and operation of any form of traffic or transport, including the likely behaviour of vehicle drivers who will see the advert and possible confusion with any traffic sign or other signals.

PLANNING CONSIDERATIONS

The main considerations of this application are whether the proposed signs would have an unacceptable impact on public safety and amenity.

It is noted that the proposals would largely replace other signs on the building (and within the retail park) relating to the occupiers of Unit C3. The illuminated signs are considered to be of an appropriate construction and suitably located on the retail unit. As such, this would not give rise to highway safety implications, in terms of potential for distraction or confusion to drivers within the car park or along nearby highways. It is acknowledged that a number of the signs within the retail park are also illuminated. Furthermore, the Head of Engineering has not raised any highway safety concerns.

It is considered that the design and location of the proposed signs (both illuminated and non-illuminated), are acceptable and would not adversely impact on the appearance of the retail unit. Nor would they adversely impact on the visual amenity of the surrounding area. In this regard it is noted that the proposed signs would be of a similar size to those which they would replace on the building and would be of a similar design to existing signs on the neighbouring retail units.

CONCLUSIONS

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.

For the above reasons the proposed signs are deemed to be acceptable in terms of their impact on public safety and local amenity. Therefore, the proposal complies with the advice set out in TAN7. Accordingly, the following recommendation is made:

RECOMMENDATION: **BE GRANTED ADVERTISEMENT CONSENT**

CONDITIONS:

None

INFORMATIVES

1. This planning permission does not provide consent to undertake works that require a European Protected Species (EPS) licence.

All bats and their roosts are protected under UK and European legislation. It is an offence to deliberately kill, injure, capture or disturb a bat or to recklessly damage or destroy their breeding sites or resting places.

If works are planned on a building/tree in which bats are found to be roosting, Natural Resources Wales (NRW) must be contacted. on 0300 065 3000 or at <https://naturalresources.wales/permits-and-permissions/species-licensing/apply-for-a-protected-species-licence/bat-licences/?lang=en>.

If work has already commenced and bats are found, or if any evidence that bats are using the site as a roost is found, work should cease and NRW should be contacted immediately.

Under these circumstances, an EPS licence is likely to be required to undertake the works within the law.

2. All birds, their nests and eggs are protected by law under the Wildlife and Countryside Act 1981 (as amended) while they are breeding.

If works to any trees, hedgerows and/or other nesting bird habitat (including buildings with suitable features) are to be undertaken, they will take place outside of the bird nesting season. If the works must be undertaken during the nesting season (generally from 1st March until 31st August, although birds are known to nest outside of these dates in suitable conditions), a breeding bird survey will be required and must be carried out by a suitably qualified ecologist. Any active nests identified will be protected until the young have fledged.

Where a Schedule 1 species (as defined in the Wildlife and Countryside Act - <https://www.legislation.gov.uk/ukpga/1981/69/schedule/1>) is involved, compensation for impacts, e.g., loss of nesting sites, will be devised and implemented.

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

3/2/22