

DELEGATED REPORT

Application No:	P/20/0287
Site Address:	Unit 20 Merthyr Industrial Estate Pentrebach Merthyr Tydfil CF48 4DR
Development:	Erection of sign
Case Officer:	Caroline Pulley
Site Visit:	3rd December 2020
Application Expiry Date:	20th January 2021
Consultation reply date expired:	24th December 2020

APPLICATION SITE

This application relates to the former Council offices and highway depot located within the established Merthyr Tydfil Industrial Park. The northern part of the site comprises the main office building with workshops and associated staff parking area. All of the buildings within the site are of a typical industrial design with brickwork used on the elevations at ground floor level and profiled metal cladding used on the upper sections of the elevations and roof.

The site is bound to the north-west and south-east by industrial units. To the north-east is the highway serving the industrial estate with a cash and carry (Bookers) warehouse beyond and to the south-west is a railway line.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the erection of a sign above the main entrance doors of the unit. The sign would be positioned 6m above ground level and would measure 4.4m in width by 2m in height. The sign would have a blue and orange background with white text advertising the name and type of business operating from the premise. No means of illumination is proposed.

PLANNING HISTORY

P/18/0137 - Change of use of council offices and highway depot to general offices with re-use shop and waste storage / recycling facilities including the erection of a new building and extension to former salt storage building with associated parking areas and other facilities

Permission GRANTED – 19.08.2018

P/17/0157 - Proposed electric boundary fence.

Permission GRANTED on 03.07.2017

P/02/0459 - Internal alterations, new windows, salt barn, porta-cabin, storage containers, onsite parking.

Permission GRANTED on 06.12.2002

CONSULTATION

Head of Engineering: No objection.

Environmental Health Manager: No objection.

PUBLICITY

In accordance with the Town and Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to the adjoining properties and a site notice was displayed within the vicinity of the site

No letters of objection were received following this publicity exercise.

POLICY CONTEXT

National Policy

Planning Policy Wales (PPW) – Edition 10, December 2018
Technical Advice Note (TAN) 7: Outdoor Advertisement Control

Local Policy

Merthyr Tydfil County Borough Council Replacement Local Development Plan (LDP) 2016-2031:

Policy SW11 – Sustainable design and Placemaking

PLANNING CONSIDERATIONS

Main issues

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.

Visual amenity of the area

In terms of the impact of the new signage on the visual amenity of the existing building and the wider area, it is considered the scale, appearance and proportions are appropriate and would not be overly dominant in visual terms. It is acknowledged that the signage would

form a visible feature to the front of the building. However, it is not considered that the sign would be overly obtrusive or would it appear out of character within the context of the industrial estate. Furthermore, the scheme would not utilise any means of illumination. Therefore the application is considered acceptable in this regard.

Public safety

In terms of the effect on public safety, the application has been the subject of consultation with the Council's Head of Engineering who has raised no objection or suggested any conditions in respect of the submitted scheme. Having regard to the proposal it is considered that due to the nature of the surrounding area, the signage would not have an adverse impact on highway safety.

Conclusion

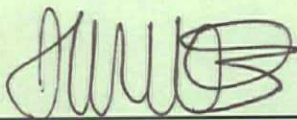
The application is considered to comply with the relevant section of the Town and Country Planning (Control of Advertisements) Regulations 1992 in respect of its visual impact and effect on highway safety.

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 subject to the following CONDITIONS

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

4/1/21