

DELEGATED REPORT

Application No:	P/24/0262
Site Address:	Unit A Pengarnddu Industrial Estate Dowlais Merthyr Tydfil CF48 2TA
Development:	Erection of signage to the front and rear elevations
Case Officer:	Marlene Ferreira
Site Visit:	5th December 2024
Application Expiry Date:	14th January 2025
Consultation reply date expired:	16th December 2024

APPLICATION SITE

The application site relates to an existing retail unit known as Unit A, at Pengarnddu Industrial Estate in Dowlais. It is currently occupied by Poundstretchers and sits within the vicinity of 2 other large commercial units, one occupied by Carpertright and one occupied by B&M Bargains, all of which appear to be served by a shared extensive car parking area to the north and east.

PROPOSED DEVELOPMENT

This application seeks advertisement consent for the erection of fascia signs and vinyl signs to the front of the unit. A fascia sign is also proposed to the rear of the unit.

Front elevation:

- 1 fascia sign which would read 'Dunelm': made from aluminium and UPVC, would be internally illuminated, and would measure 10m wide, 0.2m deep and 3.1m in height. It would be sited centrally on the front elevation, approximately 4.65m above ground level.
- 1 fascia sign which would read 'Welcome to the Home of Homes': made from aluminium and UPVC, would not be illuminated, and would measure 25m wide, 0.2m deep and 1.2m in height. It would be sited above the main entrance and shopfront windows, approximately 3m above ground level.
- 2 graphic signs. One would read 'Entrance' and one would read 'Exit': each of these vinyl signs would be free of illumination and would measure 5.5m wide and 1.05m in height. One sign would be sited above the entrance door and one sign would be sited above the exit door, approximately 2.15m above ground level.

- 3 fascia signs, one would read 'Dorma', one would read 'Made to Measure Curtains and Blinds', and one would read 'Pausa Kitchen Café': each would be made from aluminium and UPVC, would be internally illuminated, and would measure 3m wide, 0.2m deep and 3m in height. These would be sited, in a horizontal line, to the right side of the building, approximately 3.1m above ground level.

Rear Elevation:

- 1 fascia sign which would read 'Dunelm': made from aluminium and UPVC, would be internally illuminated, and would measure 6.7m wide, 0.2m deep and 3m in height. It would be sited centrally on the rear elevation, approximately 4.8m above ground level.

PLANNING HISTORY

The council's records indicate the following relevant planning history for this site:

P/24/0215 – Certificate of lawfulness for the proposed occupation of Unit A, Pengarnddu Industrial Estate, by Dunelm (A1 use class) – Approved: 1st November 2024

CONSULTATION

The following consultations were undertaken:

Head of Engineering and Highways No objection.

Environmental Health No response.

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to the adjoining units and 2 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 12, February 2024)

Technical Advice Note 7 – Outdoor Advertisement Control (1996), with particular regard to:

Section 6 - which 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 – which notes that 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.

Local Planning Policies

There are no specific policies contained within the adopted Merthyr Tydfil County Borough Council Replacement Local Development Plan 2016 - 2031 with regards to this nature of development. As such, the application will be assessed having regard to the advice contained in TAN 7, as discussed above.

PLANNING CONSIDERATIONS

The issues to consider under the assessment of this application relate to whether the proposed advertisements are acceptable in respect of their impact upon amenity and public safety.

The proposed adverts are considered to be acceptable in terms of their impact upon amenity. Due to the location of the application site, within an industrial park setting and away from residential properties, the signage would not have any impact upon residential amenity. In this regard it is noted that no concerns have been received following the publicity and consultation exercises. The signage is also acceptable in terms of their impact upon the surrounding visual amenities. As previously mentioned, the signage is located within an established industrial park where other numerous signs of a similar scale, design and siting, some of which are also illuminated, already exist. Thus, the adverts, as proposed, would be considered acceptable in terms of their siting, scale and design and would therefore not appear out of context or harmful to the character and appearance of the unit or the wider industrial park setting.

With regards to impact of the signs on public safety, it should be noted that the proposed adverts would not have any significant adverse impact in this respect. Furthermore, it is not considered that they impinge upon highway safety or result in a distraction to highway users. Thus, no objection has been raised by the Engineering and Highways Officer.

CONCLUSION

For the reasons set out above, the proposed adverts are considered to be acceptable and comply with the relevant policies.

Finally, 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:**

None

RECOMMENDATION ENDORSED



Director of Neighbourhood Services



DATE: 02.01.2025