

DELEGATED REPORT

Application No: P/19/0308

Site Address: Trago Mills Development Site
Swansea Road
Merthyr Tydfil

Development: Erection of externally illuminated freestanding sign

Case Officer: David Cross

Site Visit: 9th December 2019

Application Expiry Date: 21st January 2020

Consultation reply date expired: 23rd December 2019

APPLICATION SITE

This application relates to an area of land within the curtilage of Trago Mills measuring approximately 12.5m wide by 7.5m deep. The site is situated at the top of a steep embankment, to the south of a roundabout that forms part of the A470 trunk road. To the east and west is vacant land/vegetation and to the south is a service road, which runs alongside the retail building.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the erection of an externally illuminated freestanding sign positioned at the top of the embankment and orientated to front the A470 trunk road. It should be noted that an existing concrete base has already been constructed on the site, which measures 10m wide and between 3.6m to 2.6m deep. A 2.4m high blockwork wall with a rendered finish has also been constructed on this base and is intended to be used to support the proposed signage.

The proposed signage would comprise a rigid vinyl sheet measuring 8.1m wide by 2.4m high fixed to the blockwork wall. The sign would be externally illuminated by three floor mounted directional lights.

PLANNING HISTORY

P/19/0173 - Change of use of land within the carpark to accommodate 2 No. sales Pitches.

Permission REFUSED on 20.09.2019

- P/19/0049 - Installation of two rapid electric vehicle charging stations and associated feeder pillar.
- Permission GRANTED on 04.04.2019
- P/17/0335 - Removal of condition 1 (landscaping) and variation of condition 13 (to extend the service/delivery hours from 7:30 am - 5:30 pm to 7:00 am - 10:00 pm) of planning permission P/10/0014.
- Permission GRANTED on 28.03.2018
- P/17/0334 - Variation of conditions 5, 14, 17, 19, 28, 29 and 33 of planning permission P/03/0130 relating to: implementation of leisure facilities; access/servicing/car parking/vehicles turning/loading and unloading areas; provision of a bicycle parking area; disabled access; extend service/delivery times from 7:30 am - 5:30 pm to 7:00 am - 10:00 pm for Trago's service/delivery vehicles; submission of landscaping scheme and contamination remediation.
- Permission GRANTED on 28.03.2018
- P/17/0333 - Variation of condition 17 of planning permission P/00/0268 to enable the comprehensive leisure facilities to be brought into use within 2 years of the retail store being open.
- Permission GRANTED on 28.03.2018
- P/16/0288 - Non material amendments to planning permission P/10/0014 to include alterations to external finishes, external works and coach parking layout, as well as accommodating plant equipment.
- Permission GRANTED on 08.12.2017
- P/10/0014 - Erection of extension to previously approved building to house additional storage and retail area, garden centre, loading building and plant house together with minor alterations to roof detail and accessibility improvements.
- Permission GRANTED on 02.05.2013
- P/03/0130 - Submission of reserved matters pursuant to planning consent P/00/0268(Trago Mills).
- Permission GRANTED on 26.06.2003
- P/00/0268 - Application to vary condition of outline consent P/94/0206 to allow extension of time period of consent by 2 years (i.e.: to 16th March 2003).
- Permission GRANTED on 06.11.2000

P/94/0206 - Shopping Centre and Leisure Park (Outline).

Permission GRANTED on 07.02.1994

CONSULTATION

Engineering and Traffic
Group Leader - No objection.

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, a site notice was displayed within the vicinity of the site.

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 Local Development Plan 2006-2021. Therefore, this application shall be determined with particular regard to Technical Advice Note (TAN) 7: Outdoor Advertisement Control (1996):

- Section 6 notes that the general approach to dealing with advertisement applications is similar to the process of dealing with planning applications. 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 sign would have an unacceptable impact on public safety and amenity.

The design and location of the proposed sign is acceptable, where it would be seen in the context of the particularly large retail building and would be partially screened by the existing vegetation. As such, it would not adversely impact on the character/appearance of the building. Nor would they adversely impact on the visual amenity of the surrounding area. In this regard it is noted that the proposed sign would be similar in size to other signs that are visible within the area i.e. at Cyfarthfa Retail Park.

The sign would be appropriately setback from the highway so that its scale and illumination would not give rise to highway safety implications, in terms of potential distraction or confusion to drivers travelling along the A470 trunk road. It is noted that there are a number of other illuminated signs relating to nearby retail units, which are also visible along parts of the highway. It is acknowledged that the Engineering and Traffic Group Leader has not raised any highway safety concerns.

CONCLUSION

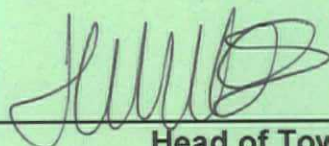
The duty to improve the economic, social, environmental and cultural well-being of Wales, in accordance with the sustainable development principle, under section 3 of the Well-Being of Future Generations (Wales) Act 2015 ("the WBFG Act") has been taken into consideration when determining this application. 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

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

16/1/20