

DELEGATED REPORT

Application No:	P/23/0117
Site Address:	Aldi Foodstore Ltd Plymouth Street Merthyr Tydfil CF47 0TP
Development:	Erection of 2 No. temporary banner signs
Case Officer:	Rebecca Owens
Site Visit:	16th May 2023
Application Expiry Date:	30th June 2023
Consultation reply date expired:	6th June 2023

APPLICATION SITE

The application relates to a food store located just outside of the Merthyr Tydfil Town Centre. The site is in an area characterised by a mixture of uses including, commercial, retail and residential. The site is bounded by the River Taff to the rear (south), adopted highway to the front (north) and side (west) and a bingo hall to the east.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the installation of two temporary banner signs. One would be located adjacent to the perimeter to the north west of the site. This would comprise of a timber frame support and timber banner frame with backing board. The sign which would be mounted onto this would be 5.5m in length by 1.593m in height and would be positioned with its base approximately 1.25m above ground level. The other sign would be located to the north east of the site (adjacent to the access off Plymouth Street). This would comprise of a timber frame with backing board supported by ballast (concrete block clad in treated softwood cladding). The sign which would be mounted onto the backing board would be 5.5m in length by 1.593m in height and would be positioned with its base approximately 1.25m above ground level. The signs would not be illuminated.

Approval is sought for a temporary period during construction of the work associated with planning permission P/21/0225 (See below) and for one year following construction (31 December 2024).

PLANNING HISTORY

There is an extensive planning history relating to this site including other applications for signage.

As noted above planning permission has recently been granted for an extension to the Aldi Stores and an extension/re-configuration of the existing car park along with other external works (Planning reference P/21/0225) which was granted permission subject to conditions on 30 November 2021.

It is also noted that there is a current application relating to this site for the installation of permanent signage (Planning reference: P/23/0146) which has not yet been determined.

CONSULTATION

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

Head of Engineering and Highways - No objection

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to the neighbouring property and three 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. However, it is noted that the application site is located in Urban Character Area 4 (UCA4) and as such Policy CW1: The Historic Environment should be considered.

PLANNING CONSIDERATIONS

Applications for advertisement consent are considered against their impact on public safety and amenity.

Regard has been had for the impact of the signage on public safety. It is not considered that it would result in any significant adverse impact in this respect. Furthermore, it is not considered that they would impinge upon highway safety or result in a distraction to highway users.

The signage is deemed to be acceptable in terms of its impact on amenities. Due to the location of the signs, they would not have any unacceptable impact on residential amenity. The signs are also acceptable in terms of their impact on visual amenities. It is noted that the application site is located within an established foodstore and although outside of the town centre, it is within an area where there are other commercial uses and therefore a variety of different signage is present. Whilst banner signage is not normally supported, due to its visual impact, the proposal would be erected for a temporary period whilst works are undertaken to the store, where it would be viewed against a temporary construction backdrop. Therefore the signage is acceptable in this instance and would not significantly harm the character and appearance of the building itself or indeed the wider streetscene. It is recognised that the retention of the signage is sought following completion of the construction works to advertise that the store has reopened. It is considered that this is acceptable and it was agreed with the applicant that this should be for a limited period of not more than 3 months following the reopening of the store, which can be controlled by condition.

Finally, whilst the application site is also located within a C2 Flood Zone, as this application is for signs, a Flood Consequence Assessment would not be necessary and the impact of the proposal in this respect would be negligible.

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.

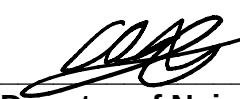
Accordingly the following recommendation is made:

RECOMMENDATION: BE APPROVED

1. The signs, hereby permitted, shall be removed (including any framework) from the site in its entirety no later than 3 months from the date of the store reopening, following the construction works approved under planning permission P/21/0225. The local planning authority shall be notified in writing at least 2 weeks prior of the date the store reopens to the public.

Reason - Planning permission is granted for a temporary period only having regard to the particular circumstances of the application.

RECOMMENDATION ENDORSED


P. P.

Director of Neighbourhood Services

DATE: 27.06.2023