

DELEGATED REPORT

Application No:	P/23/0278
Site Address:	3 Victoria Street Merthyr Tydfil CF47 8ED
Development:	Replace existing fascia, projecting and ATM signs with new signs
Case Officer:	Marlene Ferreira
Site Visit:	06.12.2023
Application Expiry Date:	16th January 2024
Consultation reply date expired:	

APPLICATION SITE

The application site relates to the ground floor of a three storey premises at 3 Victoria Street, which is currently and solely occupied by Nationwide Building Society. The building is detached and its main frontage faces onto Market Square. The ground floor elevations have been considerably altered overtime by the introduction of a modern shop front and an oversized fascia board that encompasses the entire building. Its rear elevation fronts a narrow gated accessway, which appears to provide access to the rear of the application site and other surrounding premises, such as 126 and 126a High Street (Specsavers), 125 and 125a High Street, 1, 2 and 2a Victoria Street.

PROPOSED DEVELOPMENT

This application seeks advertisement consent for the replacement of signage at the property, as part of a rebranding exercise by the company. The application seeks consent to remove and replace fascia signs along the western front and northern and southern side elevations, including the removal of window graphics. The proposal also includes the replacement of the hanging signs and ATM sign.

Specifically, the signage alterations proposed are as follows:

Northern (left) side elevation:

- Remove existing 'Nationwide' fascia sign above window and display new blue aluminium fascia sign with red acrylic logo and white acrylic 'Nationwide' lettering. It would be internally illuminated and would measure 4.085 metres wide, 0.065 metres deep, 0.7 metres height and located 2.271 metres from ground level.

Western front elevation:

- Remove existing 'Nationwide' fascia signs above two front windows and front entrance and remove windows graphics.
- Display new blue aluminium fascia sign with red acrylic logo and white acrylic 'Nationwide' lettering above central window only. It would be internally illuminated and would measure 4.225 metres wide, 0.065 metres deep, 0.6 metres in height and located 2.368 metres above ground level.
- Display new blue aluminium fascia sign above other window, measuring 4 metres wide, 0.065 metres deep, 0.6 metres in height and located 2.344 metres from ground level.
- Display new blue aluminium fascia sign above front entrance, measuring 3.08 metre wide, 0.065 metres deep, 0.6 metres in height, located 2.38 metres from ground level.
- Remove existing hanging sign and display new blue aluminium hanging sign with red acrylic logo. It would be internally illuminated and would measure 0.5 metres wide, 0.86 metres deep, 0.5 metres in height and located 3.339 metres above ground level.

Southern (right) side elevation:

- Remove existing 'Nationwide' fascia sign above window and display new blue aluminium fascia sign with red acrylic logo and white acrylic 'Nationwide' lettering. It would be internally illuminated and would measure 3.974 metres wide, 0.065 metres deep, 0.6 metres height and located 2.333 metres from ground level.
- Remove existing hanging sign and display new blue aluminium hanging sign with red acrylic logo. It would be internally illuminated and would measure 0.5 metres wide, 0.86 metres deep, 0.5 metres in height and located 3.328 metres above ground level.
- Remove existing ATM surround sign and display new blue surround sign with red acrylic logo and white acrylic 'Nationwide' lettering. It would be internally illuminated and measure 0.852 metres wide, 0.042 metres deep, 1.530 metres in height, and located 0.667 metres from ground level.

PLANNING HISTORY

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

P/19/0105 – Proposed signage scheme – Approved: 18th June 2019

P/12/0079 – Relocation of entrance door and window within shopfront – Approved: 23rd April 2012

P/03/0463 – Alterations to front and side elevations of building and construction of disabled access ramp – Withdrawn: 20th October 2003

P/03/0378 – New signage – Approved: 1st September 2003

P/01/0496 – Internal ramp and installation of automatic door for disabled access – Approved: 16.01.2002

CONSULTATION

The following consultations were undertaken:

Head of Engineering and Highways	No objection.
Environmental Health	No objection.
Ecology Officer	No objection.

PUBLICITY

In accordance with the Town and Country Planning (Development Management Procedure) (Wales) Order 2012, two site notices were displayed within the vicinity of the site. No letters of representation 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), 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.

Paragraph 6.1.15 and 6.1.16 states that ‘...there is a strong presumption against the granting of planning permission for developments, including advertisements, which damage the character or appearance of a conservation area or its setting to an unacceptable level. In exceptional cases, the presumption may be overridden in favour of development considered desirable on public interest grounds. Preservation or enhancement of a conservation area can be achieved by a development which either makes a positive contribution to an area’s character or appearance or leaves them unharmed. Mitigation measures can also be considered which could result in an overall neutral or positive impact of a proposed development in a conservation area...’

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 fascia signs, hanging signs and ATM sign are considered to be acceptable in terms of their impact upon amenity. Due to the location of the application site within the town centre and shopping area, it is located away from residential properties. As such, the proposed signage would not have any adverse impact upon residential amenity. In this regard it is noted that no objections have been received following the publicity exercise. The signage is also acceptable in terms of their impact upon visual amenities. As previously mentioned, the signage is located within a well established shopping area, where other multiple illuminated signs of a similar scale, design and siting, already exist. Thus, the adverts, as proposed, are considered to be 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 building or the wider conservation area.

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 concerns or objections have been raised by the Head of Engineering and Highways.

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

Special Conditions: None

RECOMMENDATION ENDORSED



Director of Neighbourhood Services

DATE: 18.01.2024

