

DELEGATED REPORT

Application No:	P/21/0214
Site Address:	Currys Unit 7 Cyfarthfa Retail Park Swansea Road Merthyr Tydfil CF48 1HY
Development:	Erection of 22 No. illuminated and non-illuminated fascia and totem signs
Case Officer:	David James
Site Visit:	24th June 2021
Application Expiry Date:	12th August 2021
Consultation reply date expired:	14th July 2021

APPLICATION SITE

This application relates to the Unit 7 (Currys store) within the established Cyfarthfa Retail Park. The property is situated within the main Cyfarthfa Retail Park site. It is sited within the northern row of retail units, and is bound by other units to either side, a service area to the rear, and the footpath and car park serving the Retail Park to the front.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the installation of 22 signs, with 2 of these being illuminated and the remaining 20 being non-illuminated.

19 of the signs would be located on the front, side and rear elevations of the retail unit, in similar positions, and of similar dimensions, to existing signage.

The largest of the signs would be located on the front elevation of the unit, above the main entrance, and would be statically illuminated by LEDs. It would measure 2m wide and 4m high, and would be located 4.2m above ground level. Two non-illuminated signs would also be installed on the front elevation, measuring 7m wide and 2m high, and 4.7m above ground level. These 3 signs would replace signs of similar dimensions and position.

12 other signs, of smaller dimensions, would be installed on the main entrance doors. These would welcome customers and provide store information, and would indicate entrances and exits. They would be non-illuminated.

One illuminated sign would be installed on the side elevation of the unit. It would be statically illuminated by LEDs, and would measure 6m wide and 3m high. It would be 4.3m above ground level, and would replace a sign of similar dimensions and position.

Two non-illuminated signs would be installed on the rear elevation of the building. The larger sign would measure 10m wide and 2.5m high, and would be 4.2m above ground level. The smaller would measure 0.8m wide and 0.5m high, and would be installed adjacent to a rear delivery entrance. They would replace signs of similar dimensions and position.

The remaining 3 non-illuminated signs would be installed on existing shared totems, located at the entrances to Cyfarthfa Retail Park. These signs would be of the same dimensions as the existing 'Currys' signs (1.2m wide and 0.6m high), and would be in the same position.

PLANNING HISTORY

- P/16/0337 - Installation of 5 No. signs to external elevations of building
Advertisement Approval GRANTED 28/11/16
- P/04/0533 - Installation of external air conditioning equipment within a secure cage
Permission GRANTED 29/11/04

CONSULTATION

- Head of Engineering - No objection

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) Order 2012, letters were sent to the adjoining units, and a 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 Replacement Local Development Plan 2016-2031. Therefore, this application shall be determined with particular regard to Technical Advice Note (TAN) 7: Outdoor Advertisement Control:

- Section 6 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 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 signs would have an unacceptable impact on public safety and amenity.

It is noted that this proposal would essentially replace other signs on the building, and retail park shared totems, relating to the retail occupiers of Unit 7. The illuminated signs are considered to be of an appropriate construction and suitably located on the retail unit. As such, this would not give rise to highway safety implications, in terms of potential for distraction or confusion to drivers within the car park or along nearby highways. It is acknowledged that a number of the signs within the retail park are also illuminated. Furthermore, the Head of Engineering has not raised any highway safety concerns.

It is considered that the design and location of the proposed signs (both illuminated and non-illuminated), are acceptable and would not adversely impact on the appearance of the retail unit. Nor would they adversely impact on the visual amenity of the surrounding area. In this regard it is noted that the proposed signs would be of a similar size to those which they would replace on the building and would be of a similar design to existing signs on the neighbouring retail units.

CONCLUSIONS

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.

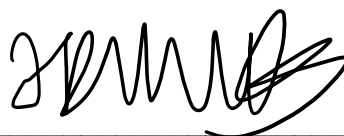
For the above reasons the proposed signs are deemed to be acceptable in terms of their impact on public safety and local amenity. Therefore the proposal complies with the advice set out in TAN7. Accordingly, the following recommendation is made:

RECOMMENDATION: BE GRANTED ADVERTISEMENT CONSENT

CONDITIONS:

None

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

22/7/21