

DELEGATED REPORT

Application No:	P/22/0106
Site Address:	Home Bargains Units C2 & C3 Triangle Business Park Pentrebach Merthyr Tydfil
Development:	Erection of 4 No. fascia signs, totem signage and vinyl window graphics
Case Officer:	David James
Site Visit:	12th May 2022
Application Expiry Date:	1st July 2022
Consultation reply date expired:	31st May 2022

APPLICATION SITE

This application relates to Units C2 and C3 within the established Triangle Retail Park in Pentrebach. Unit C2 currently contains a Home Bargains store while Unit C3 is vacant (Home Bargains will also occupy this unit). The units are sited within a row of retail units (with Unit C3 being the end unit), and are bound by other units to the northwest, a service area to the rear and southeast, and the footpath and car park serving the Retail Park to the front.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the installation of 5 signs, with 3 of these being illuminated (these would be fascia signs, with two being installed on the front elevations of the retail units, and one on the side elevation of Unit C3), and the remaining 2 being non-illuminated (window graphics, and a shared totem sign located on the eastern boundary of the retail park).

The largest signs (Signs A and B on the submitted plans), would be installed on the front elevations of the units, attached to the metal canopies above the main entrances. They would be statically illuminated by internal LEDs. They would measure 10.8m wide, 3m high, and 0.2m deep, and would be installed 3.5m above ground level.

An additional sign (Sign C) would be installed on the side elevation of Unit C3. It would be statically illuminated by LEDs and would measure 5m wide, 1.6m high, and 0.15m deep, and would be installed 3.5m above ground level.

Non-illuminated window graphics measuring 3.6m wide and 2.5m high would be installed on the inside of the glass entrance doors of Unit C2.

A further sign would be installed on an existing shared totem sign, within the retail park and facing the adjacent highway of A4060. It would measure 1.2m wide and 0.6m high.

PLANNING HISTORY

P/22/0088 - External alterations to existing retail units including changes to shop fronts, erection of sprinkler tank and pump house and siting of air conditioning units
Full Approval 07/04/22

CONSULTATION

Head of Engineering	-	No objection
Environmental Health Manager	—	No objection
Welsh Government Highways	—	No objection

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) Order 2012, a notice was displayed in 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 the proposals would largely replace similar signs on the retail units (and within the retail park) relating to the occupiers of Units C2 and C3. The illuminated signs are considered to be of an appropriate construction and suitably located on the retail units. 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 units 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

INFORMATIVES

1. This planning permission does not provide consent to undertake works that require a European Protected Species (EPS) licence.

All bats and their roosts are protected under UK and European legislation. It is an offence to deliberately kill, injure, capture or disturb a bat or to recklessly damage or destroy their breeding sites or resting places.

If works are planned on a building/tree in which bats are found to be roosting, Natural Resources Wales (NRW) must be contacted. on 0300 065 3000 or at

<https://naturalresources.wales/permits-and-permissions/species-licensing/apply-for-a-protected-species-licence/bat-licences/?lang=en>.

If work has already commenced and bats are found, or if any evidence that bats are using the site as a roost is found, work should cease and NRW should be contacted immediately.

Under these circumstances, an EPS licence is likely to be required to undertake the works within the law.

2. All birds, their nests and eggs are protected by law under the Wildlife and Countryside Act 1981 (as amended) while they are breeding.

If works to any trees, hedgerows and/or other nesting bird habitat (including buildings with suitable features) are to be undertaken, they will take place outside of the bird nesting season. If the works must be undertaken during the nesting season (generally from 1st March until 31st August, although birds are known to nest outside of these dates in suitable conditions), a breeding bird survey will be required and must be carried out by a suitably qualified ecologist. Any active nests identified will be protected until the young have fledged.

Where a Schedule 1 species (as defined in the Wildlife and Countryside Act - <https://www.legislation.gov.uk/ukpga/1981/69/schedule/1> is involved, compensation for impacts, e.g., loss of nesting sites, will be devised and implemented.

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

10/6/22