

DELEGATED REPORT

Application No:	P/22/0158
Site Address:	23 - 25 Bridge Street Troedyrhiw Merthyr Tydfil CF48 4DT
Development:	Retrospective application for the installation of an internally illuminated Automatic Teller Machine sign
Case Officer:	Rebecca Owens
Site Visit:	27th June 2022
Application Expiry Date:	15th August 2022
Consultation reply date expired:	19th July 2022

APPLICATION SITE

The application relates to a retail unit located in the local centre of Troedyrhiw. The site is therefore in an area characterised by a mixture of uses including, commercial, retail and residential uses. The site is bounded by a highway to the front and other properties on either side and rear.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the retention of an internally illuminated ATM sign which has been installed above an ATM machine on the front of the building. The sign is 0.75m in length by 0.345m in height with a depth of 0.04m off the face of the building. It has been installed at a height of 1.684m above ground level and is internally illuminated with blue halo LED strip lighting which is concealed within the perimeter of the sign.

PLANNING HISTORY

The relevant planning history is detailed below:

P/06/0386	Conversion of 2 No. shops into one including new shop front Granted planning permission subject to conditions on 8 November 2006
P/02/0018	Change of use: Convenience store to Pizzeria and Off Licence Refused planning permission on 19 June 2002

It is noted that there is also a current planning application relating to this site for the retention of the ATM machine (Planning reference: P/22/0157)

CONSULTATION

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

Head of Engineering

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to the neighbouring properties and a site notice was 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 adjacent to the local listed Belle Vue Hotel and as such Policy CW1: The Historic Environment should be considered. In addition, the application will be determined having regard to the advice contained within Supplementary Planning Guidance (SPG) Note 3, Shopfront Design.

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 sign on public safety. However it is not considered that it results in any significant adverse impact in this respect. Furthermore, it is not considered that it impinges upon highway safety or results in a distraction to highway users.

The signage is considered to be acceptable in terms of its impact on amenities. Due to the location and size of the sign and its distance from residential properties, it is not considered that it has any unacceptable impact on residential amenity. In this regard it is noted that the sign is already in place and no objections have been received following the publicity exercise. The sign is also acceptable in terms of its impact on visual amenities. It

is noted that the application site is located within an established local centre where a variety of different signage is present. The signage proposed is considered to be of an acceptable scale, design and appearance and does not appear out of place or harm the character and appearance of the building itself or indeed the wider streetscene.

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 GRANTED ADVERTISEMENT CONSENT

CONDITIONS/REASONS:

None.

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

22/7/22