

DELEGATED REPORT

Application No: P/21/0175

Site Address: Unit 13
Cyfarthfa Retail Park
Swansea Road
Merthyr Tydfil
CF48 1HY

Development: Erection of 3 fascia signs and 2 internal digital screens

Case Officer: David Cross

Site Visit: 27th May 2021

Application Expiry Date: 8th July 2021

Consultation reply date expired: 8th June 2021

APPLICATION SITE

This application relates to the Unit 13 (former Carphone Warehouse store) within the established Cyfarthfa Retail Park. The property is situated to the west of the main retail park with McDonalds to the north-west and KFC to the south. The main highway serving the retail park and surrounding area is situated to the east with the car park serving the application site to the south-west.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the installation of 3 No. internally illuminated signs on the front, side and rear elevations of the unit. Each of the signs would be of the same dimensions measuring 3.3m wide by 0.76m high and each would be positioned below the eaves of the building approximately 2.2m above ground. The signs would include a blue background with white lettering and orange quadrant dots to illustrate the 'Greggs' brand.

The proposal also includes the installation of two internal 55 inch digital screens mounted on poles, which would be setback approximately 0.7m from the shop front window.

PLANNING HISTORY

P/21/0156 - Certificate of Lawfulness for the sub-division of Unit 13 as two units with Use Class A1.
Application APPROVED on 25.05.2021

P/21/0113 - Change of use from former carphone warehouse and games store (Use Class A1) units to form two food and drink establishments (Use Class A3).

Permission GRANTED on 24.05.2021

P/08/0099 - Installation of double doors with infill panels to front elevation.

Permission GRANTED on 14.04.2008

P/02/0514 - Erection of retail park including A1 and A3 units, health and fitness(D2), covered builders yard and garden centre. Associated carparking, servicing and access roads.

Permission GRANTED on 10.06.2003

CONSULTATION

Head of Engineering - No response

Environmental Health
Manager - No response

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) Order 2012, 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.

Local Planning Policy

PLANNING CONSIDERATIONS

The main considerations of this application are whether the proposed signs would have an unacceptable impact on public safety and amenity.

The illuminated signs are considered to be of an appropriate construction and suitably located on the retail unit, this together with the internal digital screens 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. In this respect, it is noted that the proposal would essentially replace other signs on the building relating to the former retail occupiers. The majority 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 and digital screens 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 of a similar design to existing signs on the neighbouring retail units.

CONCLUSIONS

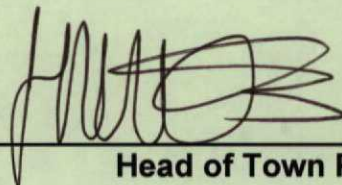
The duty to improve the economic, social, environmental and cultural well-being of Wales, in accordance with the sustainable development principle, under section 3 of the Well-Being of Future Generations (Wales) Act 2015 ("the WBFG Act") has been taken into consideration when determining this application. 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

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

7/7/21