

DELEGATED REPORT

Application No: P/21/0189

Site Address: 51 Bridge Street
Troedyrhiw
Merthyr Tydfil
CF48 4DX

Development: Install new shop front

Case Officer: Marlene Ferreira

Site Visit: 8th July 2021

Application Expiry Date: 13th August 2021

Consultation reply date expired: 12th July 2021

APPLICATION SITE

The application site relates to an existing business, located at the ground floor of 51 Bridge Street in Troedyrhiw. The premises was formerly used as a beauty salon, Lashes by Leecy (sui generis use), but was recently vacated in May 2021 and the commercial business is therefore currently unoccupied. It is located off the main road through Troedyrhiw and an on-site parking area abuts the property to the rear.

The premises lies on a street comprising of other commercial premises either side and opposite the road, all of which have varied shopfront designs, many of which include projecting front fascia signs, rendered or tiled stall risers, projecting pilasters and closed roller shutters.

The application site lies within the settlement boundary – Other Growth Areas and within the Troedyrhiw Local Centre. It also falls within a C2 Flood Zone, as designated within the Merthyr Tydfil Replacement Local Development Plan 2016-2031.

PROPOSED DEVELOPMENT

This application seeks planning permission to replace the existing shopfront with a new shopfront.

The new shopfront would introduce two projecting decorative pilasters either side, a projecting angled fascia above, a rendered stall riser below, with a doubled glazed shopfront door and windows. A perforated roller shutter would also be installed.

The replacement shopfront would be smaller in width to the existing shopfront and would therefore include the removal of a tiled section of the shopfront and the removal of one pilaster.

PLANNING HISTORY

P/21/0155 - Insertion of new access door into rear elevation – Approved: 3rd June 2021

CONSULTATION

Planning Policy Section

No objection.

Environmental Health

No response.

PUBLICITY

In accordance with the Town and Country Planning (Development Management Procedure) Order (Wales) 2012, letters were sent to the adjoining premises. To date, no letters of representation have been received.

POLICY CONTEXT

National Development Framework

- Future Wales: the National Plan 2040 (February 2021)

National Planning Policies

- Planning Policy Wales (Edition 11, February 2021)

Local Planning Policies

- Merthyr Tydfil Replacement local Development Plan 2016-2031

Policy SW4 – Settlement Boundaries

Policy SW11 – Sustainable Design and Placemaking

- Supplementary Planning Guidance (SPG's)

SPG Note 3: Shopfront Design

PLANNING CONSIDERATIONS

The issues to consider in the assessment of this application relate to whether the proposed shopfront would be acceptable in respect of its impact upon the character and appearance of the premises and residential amenity.

Character and Appearance

The proposed plans, as noted above, include the provision of a new shopfront where a variety of shopfront designs/layouts are already prevalent. Whilst it would include the removal of one pilaster and a tiled part of the shopfront (as a result of its reduction in width) which would be rendered to match the existing premises, this would improve the appearance of the shopfront and allow it to appear more proportionate to the premises. Furthermore, the addition of two decorative pilasters either side, which would be similar to

other shopfront pilasters along this street, would also frame the entrance into the premises and add interest to its primary frontage. Likewise, the fascia sign, although projecting, is similar in appearance to other projecting fascias along this street. The replacement of the tiled stall riser with a rendered stall riser would also be fitting within this street scene. Furthermore, although the perforated roller shutter would be more appropriate if fitted internally, it should be noted that its punctured appearance would still allow for an 'active' street scene even during the late evenings, when the premises is closed. Indeed, it would be more appropriate than the existing 'closed' roller shutters on neighbouring premises either side. Thus, the proposed new shopfront would result in an acceptable proposal within this context which would not detract from the character or appearance of the property or the commercial street scene and as such would comply with LDP Policy SW11.

Residential Amenity

The proposal, given its nature, would not result in a development which would be any more harmful to the amenities of nearby occupiers or neighbouring commercial premises. As such it would comply with LDP Policy SW11.

CONCLUSION

The development, due to the reasons discussed above, is therefore considered acceptable and in compliance with 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 subject to the following **CONDITIONS:**

1. The development shall begin not later than five years from the date of this decision.

Reason - To comply with Section 91 of the Town and Country Planning Act 1990.

2. The development shall be carried out in accordance with the following approved plans and documents:

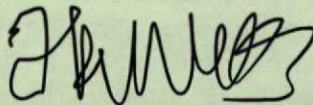
- Job: Proposed new shopfront with roller shutter amended, received: 18th June 2021

Reason -To ensure compliance with the approved plans and clearly define the scope of the permission.

INFORMATIVES

1. No advertisement material apart from that permitted by the Town and Country Planning (Control of Advertisement 1985) shall be placed on the building without the prior written consent of the Local Planning Authority.

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

4/8/21