

DELEGATED REPORT

Application No:	P/23/0236
Site Address:	12C Cyfarthfa Retail Park Swansea Road Merthyr Tydfil CF48 1HY
Development:	New fascia sign and hanging sign to front elevation
Case Officer:	Marlene Ferreira
Site Visit:	26th October 2023
Application Expiry Date:	30th November 2023
Consultation reply date expired:	1st November 2023

APPLICATION SITE

The application site relates to 12C, an existing retail unit occupied by the jewellers Clogau, located in the Cyfarthfa Retail Park. The site is bound by a service yard to the rear (east), a large shared car park to the front (west) and other existing retail units to the north (H&M) and to the south (River Island).

PROPOSED DEVELOPMENT

This application seeks advertisement consent for the erection of a fascia sign and a hanging sign to the front of the unit.

The internally illuminated fascia sign, finished with stainless steel lettering, would measure 5.9 metres wide and 4.35 metres high and would be located on the existing central projection immediately above the glazed shopfront entrance.

The internally illuminated hanging sign, finished with aluminium lettering, would measure 1 metre wide, 0.75 metres in height and 0.11metres in depth and would be located to the left side and immediately above the glazed shopfront.

It was noted during the site visit that both the fascia sign and hanging sign have already been erected.

PLANNING HISTORY

The council's records indicate the following planning history for this site:

P/16/0169 – Installation of mezzanine floor – Approved: 22nd July 2016

CONSULTATION

The following consultations were undertaken:

Head of Engineering and Highways	No objection.
Environmental Health	No response.

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to the adjoining units 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), with particular regard to:

Section 6 - which 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 – which notes that 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 Policies

There are no specific policies contained within the adopted Merthyr Tydfil County Borough Council Replacement Local Development Plan 2016 - 2031 with regards to this nature of development. As such, the application will be assessed having regard to the advice contained in TAN 7, as discussed above.

PLANNING CONSIDERATIONS

The issues to consider under the assessment of this application relate to whether the proposed advertisements are acceptable in respect of their impact upon amenity and public safety.

The proposed fascia sign and hanging sign are considered to be acceptable in terms of their impact upon amenity. Due to the location of the application site within a retail park setting away from residential properties, the signage would not have any impact upon residential amenity. In this regard it is noted that no objections have been received following the publicity exercise. The signage is also acceptable in terms of their impact upon visual amenities given that the signage is located within a well established retail park where other multiple illuminated signs of a similar scale, design and siting, already exist. Thus, the adverts, as displayed, are considered to be acceptable in terms of their siting, scale and design and would therefore not appear out of context or harmful to the character and appearance of the building or the wider retail park itself.

With regards to the impact of the signs on public safety, it should be noted that the proposed adverts would not have any significant adverse impact in this respect. Furthermore, it is not considered that they impinge upon highway safety or result in a distraction to highway users. Thus, no concerns or objections have been raised by the Head of Engineering and Highways.

CONCLUSION

For the reasons set out above, the proposed adverts are considered to be acceptable and comply with the 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:**

None

RECOMMENDATION ENDORSED



Director of Neighbourhood Services
PP

DATE: 27.11.2023

