

DELEGATED REPORT

Application No:	P/21/0021
Site Address:	Unit 9 Cyfarthfa Retail Park Swansea Road Merthyr Tydfil CF48 1HY
Development:	Alterations to front elevations
Case Officer:	David Cross
Site Visit:	5th March 2021
Application Expiry Date:	22nd March 2021
Consultation reply date expired:	17th February 2021

APPLICATION SITE

This application relates to a well established retail unit that forms part of the wider Cyfarthfa Retail Park. The site is bound to either side by adjoining retail stores, with the service yard located to the rear (north) and the main car parking area to the front (south).

The existing unit forms part of a row of retail units, which generally incorporate large glazed shop windows at ground floor level that front on to adjoining walkway and carpark. The upper parts of the building comprise an area of cladding with a large space reserved for advertising. The stores are linked together with a glazed canopy that extends along the front of the retail units. It is noted that the units in the eastern part of the retail park have more recently been constructed/refurbished to present a modern appearance compared to other parts of the retail park.

PROPOSED DEVELOPMENT

Full planning permission is sought for alterations to the front elevation of the unit 9 to provide a new modern façade to meet the requirements of a new retail outlet. It is proposed that black corrugated cladding would be applied to the main parts of the elevation. Large-scale black ceramic panels would also be used on a projecting element of the façade, which provides a slight change in the material finishes and helps to define/frame the main entrance to the unit. The large glazed shop windows would be maintained along with the glazed canopy to either side of the shop entrance. The existing steel columns and feature spire above the roof would be removed, to be consistent with the design of the modern units in the eastern part of the retail park. The rear aspect of the unit would remain unchanged.

PLANNING HISTORY

- P/19/0138 - The subdivision of unit 9 (formerly 9A) into two units, including amendments to the shopfront.

REFUSED person for the following reason:

- 1. The subdivision of Unit 9, together with the removal of the mezzanine, would create units of a size that are comparable to those located in the town centre, thus providing greater competition that would undermine and cause harm to the viability and vitality of the town centre, contrary to policy AS18 of the Merthyr Tydfil Local Development Plan.*

- P/06/0476 - Installation of 2 shopfronts to unit.

Permission GRANTED on 02.11.2006

- P/06/0426 - Variation of condition 5 attached to planning consent P/04/0633 to utilise proposed mezzanine floorspace for retail sales purposes.

Permission GRANTED on 24.11.2006

- P/04/0633 - Amendment to condition 5 on planning permission P/03/0524 to allow the sale of non-food goods (bulky and non-bulky) from units 8, 9A, 9B and 9C and the installation of mezzanine floorspace in units 8 and 9A.

Permission GRANTED on 29.04.2005

- P/03/0524 - Amendment to condition 1 on planning permission P/02/0514 relating to the substitution of approved drawings no's sp1066(05), 202A, 203,206 and 207 for Unit 9.

Permission GRANTED on 28.11.2003

- 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 10.06.2003

CONSULTATION

No consultation exercise was undertaken.

PUBLICITY

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

No representations were received as a result of this publicity exercise.

POLICY CONTEXT

The Future Wales – the National Plan 2040 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.

Planning Policy Wales (PPW) Edition 11 (February 2021) sets out the land use policies of the Welsh Government.

- Sections 3.3 – 3.16 sets out the principles of good design in new development proposals, which should take into account its relationship to its surrounding context.

Merthyr Tydfil Replacement Local Development Plan (LDP) (2016 – 2031):

- Policy SW4 – Settlement Boundaries
- Policy SW11 – Sustainable Design and Placemaking

PLANNING CONSIDERATIONS

The main considerations of this application relates to the general design of the development and the potential impact that the alterations to the front elevation of the retail unit would have on the character and appearance of the surrounding area.

In terms of visual appearance, the proposal would involve the removal of the existing steel columns and the spire on the roof, together with the removal of part of the glazed canopy, which extends across the front of the main entrance. The entire front elevation would also be re-cladded with a combination of black corrugated metal and black ceramic panels. The existing glazing on the shop front would be replaced with new larger window panes.

The alterations to the façade of unit 9 would complement the appearance of the units in the eastern part of the site, which have more recently been refurbished. The proposed material finishes are generally in keeping with the neighbouring units, albeit, the black finish would be seen in contrast to the adjoining white/grey units. However, the use of black cladding is already present within the site on the M&S store building.

It is considered that the proposed alterations, which seek to modernise the frontage of the retail unit, alongside other units that have recently been refurbished, the overall design is acceptable and would not adversely impact on the character or appearance of the retail park or surrounding area. Therefore, the proposal complies with policy SW11 of the LDP.

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 reasons above, the proposal is acceptable and complies with the relevant LDP policies. 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.

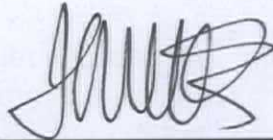
Reason - To comply with Section 91 of the Town and Country Planning Act 1990.

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

- Drawing No. CPS20 102 PL 009 Rev B (Proposed Elevations), received 24.02.2021

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

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

11/3/21