

DELEGATED REPORT

Application No: P/20/0047

Site Address: Tesco Store
Tramroadside
Merthyr Tydfil
CF47 0AL

Development: Advert consent for the erection of 1 media screen and 3 flagpole signs

Case Officer: Marlene Ferreira

Site Visit: 6th March 2020

Application Expiry Date: 20th April 2020

Consultation reply date expired: 19th March 2020

Date.

30/3/20

APPLICATION SITE

The application site relates to a large two-storey supermarket, Tesco, located within the town centre, just off Court Road roundabout. The supermarket is served by on-site parking at ground and first floor. The site abuts the Town Centre Conservation Area to the east and the Thomastown Conservation Area to the west and lies with the settlement boundary as designated within the Merthyr Tydfil Replacement Local Development Plan 2016 -2031.

PROPOSED DEVELOPMENT

This application seeks advertisement consent to erect one media screen and three flag poles.

The media screen, measures 0.53 metres wide by 0.93 metres in height and forms part of the standard media charger which has been erected to the northeast part of the site, to the front of a parking bay.

Each of the flag poles, which would measure 2.45 metres in height with a 0.7 metre wide by 1.25 metre high flag, would be sited to the northeast part of the site and each would be erected to the front of a parking bay.

PLANNING HISTORY

There is extensive planning history relating to this site. Details of the most recent applications are detailed below:

P/20/0047 Erect two vehicular charging units – under consideration

P/16/0331 Erection of Signage – Approved: 28th November 2016

- P/08/0153 Erection of signage – Approved: 12th May 2008
- P/07/0435 Re-positioning of existing sign to front of building – Approved: 26th September 2007
- P/07/0316 Construction of permanent decked car park and associated works, erection of glazed canopies and a glazed atrium to front elevation of building, other external changes to building and creation of point of egress onto Tramroad Side North – Approved: 4th July 2007
- P/07/0048 Variation of Condition 1 of planning consent P/06/0519 (to extend the duration of the temporary decked car park to 28th August 2007) – Refused: 25th April 2007
- P/06/0546 Erection of external staircase and installation of staff access doorway into rear elevation of building – Approved: 4th December 2006
- P/06/0519 Erection of temporary decked car park (within existing car park) – Approved: 24th November 2006
- P/06/0362 Various advertisement signs – Approved 6th September 2006

CONSULTATION

Engineering and Traffic Group Leader	No objection.
Environmental Health	No objection.

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) Order (Wales) 2012, one site notice was displayed within the vicinity of the site. No letters of representation have been received following 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 regard to Technical Advice Note (TAN) 7: Outdoor Advertisement Control (1996) as follows:

- Section 6 notes that the general approach to dealing with advertisement applications is similar to the process of dealing with planning applications. The display of outdoor advertisements can only be controlled in the interests of amenity and public safety.
- Section 10 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.

PLANNING CONSIDERATIONS

The issues to consider under the assessment of this application relate to whether the proposed adverts, in terms of their siting, scale and appearance, would be acceptable upon visual amenity and public safety.

The proposed media screen, although illuminated, relates to a small scale sign which forms part of the standard charging unit, sited to the front of a parking bay. It is discretely sited to the northeast part of the car park, adjacent to the ramped access (which serves the upper car parking area) and would be seen in context with the large supermarket and other associated signage. Its scale and design would result in an acceptable form of advertisement. Indeed, its overall appearance is characteristic of other media signs existing at other supermarket car parks.

The proposed flagpoles, also sited to the northeast of the car park and to the front of three parking bays, would not be illuminated but would, given their scale, result in a more prominent advertisement when viewed from within the surrounding car park. Indeed, their 2.45 metre height seeks to provide an advertisement which is easily seen by customers using the supermarket, making them aware of the electric charging point parking bays. Their scale and design, would too be characteristic of other existing flagpoles at other supermarkets. The proposed advertisement would therefore be acceptable within this context.

The advertisements would be appropriately setback from the main highway so that their scale and illumination would not give rise to highway safety implications. It is acknowledged that the Engineering and Traffic Group Leader has not raised any highway safety concerns and the proposed advertisements would therefore be acceptable.

CONCLUSION

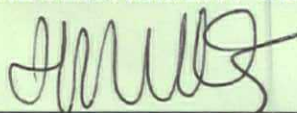
The duty to improve the economic, social, environmental and cultural well-being of Wales, in accordance with the sustainable development principle, under section 3 of the Well-Being of Future Generations (Wales) Act 2015 ("the WBFG Act") has been taken into consideration when determining this application.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

ADVERTISEMENT CONSENT BE GRANTED

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

30/3/20