

# DELEGATED REPORT

|                                  |                                                                                                   |
|----------------------------------|---------------------------------------------------------------------------------------------------|
| Application No:                  | P/21/0132                                                                                         |
| Site Address:                    | Morlais Medical Centre<br>Berry Square<br>Dowlais<br>Merthyr Tydfil<br>CF48 3AL                   |
| Development:                     | Advertisement consent for signage on prescription dispensing unit to the side of Pearn's Pharmacy |
| Case Officer:                    | Marlene Ferreira                                                                                  |
| Site Visit:                      | 20th April 2021                                                                                   |
| Application Expiry Date:         | 7th June 2021                                                                                     |
| Consultation reply date expired: | 10th May 2021                                                                                     |

## APPLICATION SITE

The application site relates to a semi-circular grassed area located to the east of Pearn's Pharmacy which lies within the northeast section of the Morlais Medical Centre, a red brick building, part two-storey, part single storey, located at the corner of Victoria Street with Berry Square in Dowlais.

The grassed area has a maximum width of approximately 11 metres and a maximum depth of approximately 3.4 metres and is under the same ownership as Pearn's Pharmacy. It abuts the highway, Berry Square to the north, Victoria Street to the east, and Pearn's Pharmacy to the south and west.

The application site lies within the settlement boundary – Primary Growth Area and within the Dowlais Local Centre, as designated within the Merthyr Tydfil Replacement Local Development Plan 2016-2031.

## PROPOSED DEVELOPMENT

This application seeks advertisement consent to erect signage to the eastern side elevation and southern front elevation of the prescription dispensing unit proposed to be erected on the site, but recently refused under planning application P/21/0131.

The proposed signage would include vinyl lettering in green to read '24h prescription collection' and a large green cross (which would frame the medical bag drop area) to the front elevation, located between 0.35 metres and 2.2 metres from ground level. The signage would not be illuminated. To the side elevation, the signage would include vinyl lettering only, in green to read '24h prescription collection', in blue, to read 'Pearn's

Pharmacy' and all other writing would be in black, to be located between 0.45 metres and 2.25 metres from ground level. The signage would not be illuminated.

## PLANNING HISTORY

P/21/0131 – Laying of concrete for the provision of a prescription dispensing unit to the side of Pearn's Pharmacy – Refused: 3<sup>rd</sup> June 2021

P/16/0003 - Change of use of part of the building to a pharmacy (A1 use class), creation of new entrance with canopy and footpath and installation of new external air condenser unit – Approved: 1<sup>st</sup> February 2017

P/16/0002 – Erection of two illuminated signs – Approved: 8<sup>th</sup> February 2017

P/16/0001 – Single storey rear extension – Approved: 20<sup>th</sup> July 2016

P/08/0139 - Erection of two storey rear extension, creation of new vehicular access and associated parking – Approved: 2<sup>nd</sup> July 2008

## CONSULTATION

|                                |               |
|--------------------------------|---------------|
| Head of Engineering            | No objection. |
| Town Planning's Policy Section | No objection. |
| Environmental Health Manager   | No response.  |

## PUBLICITY

In accordance with the Town and Country Planning (Development Management Procedure) Order (Wales) 2012, letters were sent to nearby occupiers and 3 site notices were displayed within the vicinity of the site. One letter of representation has been received as a result of this publicity exercise which raises the following concerns:

- The main objection would be based on visual impact and highway safety;
- The unit is a standalone form the Morlais Medical Practice building and is an incongruous feature at this location;
- It is a large unit and designed to attract members of the public with the use such large signage, and would distract drivers on approach to the junction causing a potential safety hazard;
- An additional highway hazard would be caused by the parking of vehicles near the unit on double yellow lines and near the junction, as already occurs when deliveries are made to the pharmacy, resulting in a highway safety concern;
- The stocking of medicines would take place in an unsecure manner, since the unit is not adjoining the pharmacy and as such, the unit would be better suited internally so that the dispensing part is built onto the external elevation facing the road;
- The unit is considered inappropriate in this location and contrary to LDP Policy SW11 Sustainable Design and Place Making.

Ward members were advised of the objections received but have not requested that the application be determined at Planning Committee. As such, the application will progress to

be determined, under delegated powers, by the Chief Officer Planning and Neighbourhood Services.

## POLICY CONTEXT

### National Development Framework

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

### National Planning Policies

- There are no specific policies contained within Planning Policy Wales pertaining to this type of application.

- Technical Advice Note 7 – Outdoor Advertisement Control (1996) discusses the acceptability of advertisements and states that *'...the general approach to dealing with advertisement applications is similar to the process of dealing with planning applications but with two important differences. First, the display of outdoor advertisements can only be controlled in the interests of amenity and public safety. Second, it is accepted that...anyone proposing to display an advertisement needs that advertisement in that particular location, whether for commercial or other reasons...'*

### Local Planning Policies

There are no specific policies contained within The Merthyr Tydfil Replacement local Development Plan (LDP) 2016-2031 pertaining to this type of application.

## PLANNING CONSIDERATIONS

The issues to consider under this advertisement application relate to whether the proposed signage would be acceptable with regards to its impact upon public safety and amenity.

The proposed signage, as discussed earlier, would be displayed on a prescription dispensing unit proposed to be sited on the grassed area to the east of Morlais Medical Centre. The dispensing unit, planning application P/21/0131, was refused on the 3<sup>rd</sup> June 2021. The unit, not including the front overhang, would measure 2.55 metres in width and 2.2 metres in depth and its roof and elevations would be finished in white metal. The display of black, green and blue vinyl writing as well as a large green cross against the white background, which would largely cover the side and front elevations of the dispensing unit, would result in an unacceptable visual intrusion on a prominent corner location. Furthermore, the siting of the signs immediately adjacent to this existing signage (located to the front and side of Pearn's pharmacy), would amount to additional and unnecessary visual clutter, particularly when viewed from the adjoining highway, Victoria Street. The proposed advertisements would appear unsightly, incongruous and visually intrusive and as such would have an adverse impact on the character and appearance of the area.

In respect of public safety, this has also been considered during the assessment of this application, including the concerns raised in the objection letter, with regards to the signage causing a distraction to drivers, near a junction. However, the Head of

Engineering was consulted in respect of this application and has not raised any objections in respect of public safety.

#### Responses to Representations

The concerns raised in letter of objection, relating to this advertisement application, have been considered in the above report.

#### CONCLUSION

In conclusion, the proposed signage, by virtue of their prominent siting and scale, would result in visually intrusive advertisements which would have an adverse impact on the character and appearance of the Morlais Medical Centre and the wider street scene.

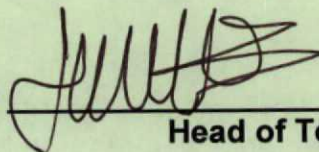
Accordingly, the following recommendation is made:

#### **RECOMMENDATION: BE REFUSED**

#### **REASONS:**

1. The proposed advertisements, by virtue of their prominent siting and scale would be unsympathetic and visually intrusive and as such, have an adverse impact on the character and appearance of the area. They would therefore fail to accord with Technical Advice Note 7: Outdoor Advertisement Control.

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

3/6/21