

DELEGATED REPORT

Application No:	P/22/0024
Site Address:	Tesco Store Brunel Way Merthyr Tydfil CF47 0AL
Development:	Advertisement consent for the installation of 2 no. entrance signs, 25 no. T&C signs and 2 no. user instructions in car park
Case Officer:	David James
Site Visit:	
Application Expiry Date:	4th April 2022
Consultation reply date expired:	3rd March 2022

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 is bounded by the highways of John Street to the north, Court Street to the south, Tramroad Side North to the east, and the rear of the commercial buildings on High Street to the west.

The site abuts the Primary Shopping Area and Town Centre Conservation Area to the west and the Thomastown Conservation Area to the east, and lies with the settlement boundary and town centre boundary as designated within the Merthyr Tydfil Replacement Local Development Plan 2016 -2031.

PROPOSED DEVELOPMENT

This application seeks advertisement consent to erect two information signs at the main entrance/exits to the supermarket site, 25 terms and conditions (T&C) signs within the existing car park, and two instruction signs located behind the proposed parking ticket terminals (being considered as part of planning application P/22/0025).

The two information signs at the main entrances would be non-illuminated, aluminium freestanding signs. They would each measure 0.9m high and 1.4m wide, and would be attached to metal posts 1m above ground level.

The 25 T&C signs would be non-illuminated, aluminium, and would be fitted to existing car park furniture such as lighting columns, internal pillars and signage poles, at a maximum

height of 2.1m above ground level. The signs themselves would measure a maximum of 0.8m high and 0.6m wide.

The instructional signs would be in the form of window graphics installed within the existing windows of the store entrance (one at ground level and one on the store's upper level), located behind the proposed parking terminals. Each would measure 2.2m high and 6m wide.

Related parking terminals and ANPR cameras would also be installed, which are being considered as part of application P/22/0025.

PLANNING HISTORY

P/22/0025	Installation of 2 no. automatic number plate recognition (ANPR) cameras at entrances to car park and 8 no. automated ticket validation terminals within car park– Currently being determined
P/20/0047	Advert consent for the erection of 1 media screen and 3 flagpole signs– Approved: 30 th March 2020
P/20/0046	Install one vehicle charger and one vehicle fast charger in the car parking area– Approved: 30 th March 2020
P/16/0331	Erection of Signage – Approved: 28 th November 2016
P/08/0153	Erection of signage – Approved: 12 th May 2008
P/07/0435	Re-positioning of existing sign to front of building – Approved: 26 th 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: 4 th 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: 25 th April 2007
P/06/0546	Erection of external staircase and installation of staff access doorway into rear elevation of building – Approved: 4 th December 2006
P/06/0519	Erection of temporary decked car park (within existing car park) – Approved: 24 th November 2006
P/06/0362	Various advertisement signs – Approved 6 th September 2006

CONSULTATION

Head of Engineering

No objection

PUBLICITY

In accordance with the Town and Country Planning (Development Management Procedure) (Wales) Order 2012, two site notices were displayed within the vicinity of the site.

No letters of objection were 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 T&C and instructional signs would be located well within the supermarket site, and would not be readily visible from the surrounding area. Their height and positioning seeks to provide an advertisement which is easily seen by customers using the supermarket, making them aware of parking policies and procedures, and scale and design would result in an acceptable form of advertisement. They are typical of other signs and window graphics installed at this and other supermarket car parks.

The proposed entrance signs would be more readily visible from the surrounding area. However, they are of a modest scale, and their design is typical of such supermarket signage. The proposed advertisements would therefore be acceptable within this context.

Additionally, the advertisements would be appropriately setback from the main highway so that they would not give rise to highway safety implications. It is acknowledged that the Head of Engineering has not raised any highway safety concerns and the proposed advertisements would therefore be acceptable in this respect.

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: BE APPROVED:

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

11/3/22