

DELEGATED REPORT

Application No: P/20/0127

Site Address: 9 Chestnut Way
Gurnos
Merthyr Tydfil
CF47 9SB

Development: Installation of ATM signage (retrospective)

Case Officer: Marlene Ferreira

Site Visit: 8th July 2020

Application Expiry Date: 13th August 2020

Consultation reply date expired: 17th July 2020

APPLICATION SITE

The application site relates to the ground floor of 9 Chestnut Way, a commercial property known as Cool Foods/Pound Heaven (A1 use class) located within the Gurnos shopping area. The ground floor is typically commercial in appearance, being characterised by large vertical glazing panels with large and brightly coloured adverts and a low stall riser along the length of the entire shopfront. The premises lies amongst a small group of commercial premises mainly under A1 and A3 use classes, some of which also appear to have first floor residential uses.

The application site lies within the settlement boundary – Primary Growth Area as designated within the Merthyr Tydfil Replacement Local Development Plan (LDP) (2016-2031).

PROPOSED DEVELOPMENT

This application seeks retrospective advertisement consent for the installation of ATM (Automated Teller Machine) signage. The ATM, as installed in the shopfront of the premises, has a blue LED surround with halo illumination and a black surround with white illuminated lettering which reads 'Free Cash Withdrawals'. The black and white lettering advertisement measures 8.7 metres in width and 1.35 metres in height.

The retrospective application for the installation of the ATM is currently being considered under planning application P/20/0126.

PLANNING HISTORY

P/20/0126 – Installation of ATM to the front of the premises – under consideration.

CONSULTATION

Engineering and Traffic Group Leader:

No objection.

Environmental Health

No response.

PUBLICITY

In accordance with the Town and Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to the adjoining properties. No letters of representation have been received following this publicity exercise.

POLICY CONTEXT

There are no specific policies contained within the adopted Merthyr Tydfil Replacement Local Development Plan 2006 - 2021 (LDP) pertaining to this type of application. National Planning Policy in relation to advertisements is contained within Technical Advice Note 7 – Outdoor Advertisement Control (1996). Section 12 of TAN7 states that *'...development plan policies, controlling outdoor advertisements in areas or parts of areas where the display of poorly designed advertisements will be especially harmful, will be a material factor in considering an advertisement application...'*

PLANNING CONSIDERATIONS

The issues to consider under the assessment of this advertisement application relate to whether the ATM advertisement is acceptable with regards to its impact upon public safety and amenity.

The illuminated ATM signage is of a minor scale and proportionate to the size of the ATM. As such, it does not dominate the frontage of the premises or detract from its character and appearance and appears sympathetic when viewed in context with the existing and brightly coloured shopfront. The signage is therefore considered to represent a non-obtrusive alteration to the building which is considered acceptable in terms of its visual impact upon the character and appearance of the premises and the wider area.

With regard to its impact on public and highway safety, given the nature of development and its siting, it is not considered the advertisement has a detrimental impact upon passers-by or drivers travelling within the surrounding vicinity. The Council's Engineering and Traffic Group Leader has not raised an objection to this proposal. As such, the signage is not considered to prejudice public or highway safety.

The ATM signage, for the reasons noted above, is therefore considered acceptable and is considered to comply with national planning policy and guidance.

Accordingly the following recommendation is made:

RECOMMENDATION: BE APPROVED subject to the following **CONDITIONS:**

Standard conditions

RECOMMENDATION ENDORSED



Head of Town Planning

DATE: 27/7/20