

# DELEGATED REPORT

|                                         |                                                         |
|-----------------------------------------|---------------------------------------------------------|
| <b>Application No:</b>                  | <b>P/22/0094</b>                                        |
| <b>Site Address:</b>                    | <b>10 Beacons Place<br/>Merthyr Tydfil<br/>CF48 8DF</b> |
| <b>Development:</b>                     | <b>Erection of new advertisement</b>                    |
| <b>Case Officer:</b>                    | <b>Nia Chard</b>                                        |
| <b>Application Expiry Date:</b>         | <b>14th June 2022</b>                                   |
| <b>Consultation reply date expired:</b> | <b>17th May 2022</b>                                    |

## APPLICATION SITE

The application site relates to the Clarks located within the Beacons Place retail arcade. The site is located within Merthyr Tydfil's town centre and is in close proximity to a Tesco superstore. The existing signage scheme comprises of a non-illuminated fascia sign.

## PROPOSED DEVELOPMENT

Advertisement consent is sought for the display of a new sign at the Clarks store.

Specifically the application seeks consent to replace the existing fascia sign with an internally illuminated fascia sign. The proposed fascia sign is to have a black background with white lettering displaying the name of the store. It would measure 8.25m wide and 0.8m in height.

## PLANNING HISTORY

None relevant.

## CONSULTATION

None undertaken

## PUBLICITY

In accordance with the Town and Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to the adjoining properties and site notices were displayed within the vicinity of the site

No letters of objection were received following this publicity exercise.

## POLICY CONTEXT

### National Policy

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. The most relevant sections are:

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.

Technical Advice Notes (TAN's)

- TAN 7: Outdoor Advertisement Control

### Local Policy

Merthyr Tydfil County Borough Council Replacement Local Development Plan (LDP) 2016-2031:

Policy SW11 – Sustainable design and Placemaking

Supplementary Planning Guidance (SPG) Note No. 3 Shopfront Design

## PLANNING CONSIDERATIONS

The key considerations in determining this application are the impact of the advertisement scheme on the visual amenity of the building and the immediate area and also the potential impact on public safety. These matters are discussed below.

In terms of the impact of the new signage on the visual amenity of the area, it is considered the scale, appearance and proportions of the new sign is appropriate to the existing property and would not be overly dominant in visual terms.

In terms of the effect on public safety, the application site is located on private land within a shopping centre, therefore the proposed signage would not have an adverse impact on highway safety and is acceptable.

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.

Accordingly the following recommendation is made:

**RECOMMENDATION: BE APPROVED**

RECOMMENDATION ENDORSED   
Head of Town Planning

DATE: 19/5/22