

DELEGATED REPORT

Application No:	P/22/0314
Site Address:	12A Cyfarthfa Retail Park Swansea Road Merthyr Tydfil
Development:	Replace two signs on the front elevation
Case Officer:	Marlene Ferreira
Site Visit:	22nd December 202
Application Expiry Date:	30th January 2023
Consultation reply date expired:	29th December 2022

APPLICATION SITE

The application site, Unit 12A, relates to Next retail store, located in Cyfarthfa Retail Park. The premises adjoins Superdrug retail store to the north and H&M retail store to the south.

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

PROPOSED DEVELOPMENT

This application seeks advertisement consent to erect two fascia signs on the front of the premises. One sign, which would read 'NEXT' would be erected above the left-hand entrance, the other sign, which would read 'NEXT HOME' and would be erected above the right-hand entrance. These signs would replace the two existing fascia signs on the premises.

The acrylic 'NEXT' sign would be internally illuminated and measure 5.34 metres wide, 0.09 metres in depth and 1.22 metres in height. It would be located 4.4 metres from ground level. The acrylic 'NEXT HOME' sign would be internally illuminated and measure 4.32 metres wide, 0.09 metres in depth and 2.32 metres in height. It would be located 3.95 metres from ground level.

PLANNING HISTORY

P/15/0234 – Erection of two internally illuminated signs – Approved: 19th August 2015

CONSULTATION

Engineering and Highways Manager

No response.

Environmental Health Manager

No objection.

PUBLICITY

In accordance with the Town and Country Planning (Development Management Procedure) Order (Wales) 2012, letters were sent to nearby occupiers and a site notice was displayed within the vicinity of the site.

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 in the assessment of this advertisement application relate to whether the advertisement is acceptable with regards to its impact upon public safety and amenity.

The proposal would not result in any additional signage, instead, it is proposed as replacement signage and would therefore result in the removal of the existing adverts. Like the existing signs, the proposed signs would be erected in similar position and at a similar height. Both signs would also be internally illuminated. As such, the proposed advertisements would serve to advertise the proposed retail store in a similar manner to those existing. These would therefore not appear excessive in number, nor would they result in unnecessary and unsightly visual clutter, particularly within this retail setting where other large scale illuminated signs are prevalent.

As a result, it is considered that the proposed fascia signs would have little impact upon the character and appearance of the existing store and wider area and would be deemed an appropriate form of advertisement within this context. There would be no impact on highway safety.

Given the above, the application is recommended for approval.

RECOMMENDATION: ADVERTISEMENT CONSENT IS GRANTED

INFORMATIVES

1. This planning permission does not provide consent to undertake works that require a European Protected Species (EPS) licence.

All bats and their roosts are protected under UK and European legislation. It is an offence to deliberately kill, injure, capture or disturb a bat or to recklessly damage or destroy their breeding sites or resting places.

If works are planned on a building/tree in which bats are found to be roosting, Natural Resources Wales (NRW) must be contacted. on 0300 065 3000 or at <https://naturalresources.wales/permits-and-permissions/species-licensing/apply-for-a-protected-species-licence/bat-licences/?lang=en>.

If work has already commenced and bats are found, or if any evidence that bats are using the site as a roost is found, work should cease and NRW should be contacted immediately.

Under these circumstances, an EPS licence is likely to be required to undertake the works within the law.

2. All birds, their nests and eggs are protected by law under the Wildlife and Countryside Act 1981 (as amended) while they are breeding.

If works to any trees, hedgerows and/or other nesting bird habitat (including buildings with suitable features) are to be undertaken, they will take place outside of the bird nesting season. If the works must be undertaken during the nesting season (generally from 1st March until 31st August, although birds are known to nest outside of these dates in suitable conditions), a breeding bird survey will be required and must be carried out by a suitably qualified ecologist. Any active nests identified will be protected until the young have fledged.

Where a Schedule 1 species (as defined in the Wildlife and Countryside Act - <https://www.legislation.gov.uk/ukpga/1981/69/schedule/1> is involved, compensation for impacts, e.g., loss of nesting sites, will be devised and implemented.

RECOMMENDATION ENDORSED



Director of Neighbourhood Services

DATE:

12/1/23

