

DELEGATED REPORT

Application No: P/25/0123

Site Address: 122 High Street
Merthyr Tydfil
CF47 8BN

Development: ATM Tablet

Case Officer: Kate Glover

Site Visit: 8th May 2025

Application Expiry Date: 27th June 2025

Consultation reply date expired: 29th May 2025

APPLICATION SITE

The application site relates to the ground floor of a 4 storey building at 122 High Street. The ground floor of the building is occupied by Natwest and is located within the town centre of Merthyr Tydfil. The building appears to have retained many of its original features and makes an attractive contribution to the street scene and it is noted that the principal elevation of the building already contains a cash machine (ATM) which incorporates a small sign.

The application site is within the settlement boundary as identified by Local Development Plan Policy SW4, within the Town Centre retail area and the Town Centre Conservation Area.

PROPOSED DEVELOPMENT

This application seeks advertisement consent to replace the existing ATM sign with a new sign which would measure 0.3m high, 0.73m wide and 0.05m deep. The sign would be positioned 1.4m from ground level and have a maximum projection of 0.5m from the face of the building. The sign would be made from powder coated aluminium and non-illuminated.

It is also noted that the advertisement includes details for the replacement of the entire ATM unit which includes a new public facing machine and new machinery within the bank. No works or changes to the external envelope of the building are required to replace the ATM and some works to the inside of the building will be required for the new machinery.

PLANNING HISTORY

The relevant planning history is summarised below:

P/14/0264 Replacing existing signage and erection of new signage
Advertisement approval: 03 Nov 2014

P/02/0336 Erection of Advertisement(New Corporate Image Signage)
Advertisement approval: 01 Nov 2002

P/01/0035 Installation of satellite dish
Approved: 27 Mar 2001

CONSULTATION

No consultation exercise was considered necessary in this instance.

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, a site notice was displayed within the vicinity of the site.

No letters of objection were received following this publicity exercise.

POLICY CONTEXT

National Development Framework

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

National Planning Policies

Planning Policy Wales (Edition 12, February 2024) (PPW12).

Technical Advice Note 7 – Outdoor Advertisement Control (1996), with particular regard to:

Section 6 - which notes that the general approach to dealing with advertisement applications is similar to the process of dealing with planning application. The display of outdoor advertisements can only be controlled in the interests of amenity and public safety.

Section 10 – which 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.

Paragraph 6.1.15 and 6.1.16 states that *'...there is a strong presumption against the granting of planning permission for developments, including advertisements, which damage the character or appearance of a conservation area or its setting to an unacceptable level. In exceptional cases, the presumption may be overridden in favour of development considered desirable on public interest grounds. Preservation or enhancement of a conservation area can be achieved by a development which either makes a positive contribution to an area's character or appearance or leaves them*

unharmful. Mitigation measures can also be considered which could result in an overall neutral or positive impact of a proposed development in a conservation area...'

Local Planning Policies

There are no specific policies contained within the adopted Merthyr Tydfil County Borough Council Replacement Local Development Plan 2016 - 2031 with regards to this nature of development. As such, the application will be assessed having regard to the advice contained in TAN 7, as discussed above.

PLANNING CONSIDERATIONS

The issues to consider under the assessment of this application are whether the proposed advertisement is acceptable in respect of impact upon the visual amenities of the area, impact upon residential amenity in the area, and public safety.

The size and scale of the new sign is minor in nature and the proposed material typical of signs. As such, the new sign is acceptable in terms of its visual impact upon the building and the wider conservation area.

Typical of the site's town centre location, the area is mixed use and there are some buildings which include residential flats above street level. Due to the scale and nature of the proposal there would not be any impact on the residential amenities of the occupants of the flats.

Due to the scale and nature of the proposed sign there would be no implications in relation to highway safety.

Other matters

As noted above a new ATM would be installed. The degree of change in relation to the new ATM would be so minor it is de minimis and therefore would not require planning permission and as the building is not a Listed Building the internal works do not need listed building consent.

Conclusion

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.

Having regard to the policy context above, the proposal is considered to be acceptable and the following recommendation is made:

RECOMMENDATION: BE APPROVED

Special Conditions: None

RECOMMENDATION ENDORSED Gareth Davies
Director of Neighbourhood Services
PP

DATE: 23/06/2025