

DELEGATED REPORT

Application No:	P/22/0242
Site Address:	127-128 High Street Merthyr Tydfil CF47 8DN
Development:	New sign above ATM
Case Officer:	Rebecca Owens
Site Visit:	15th September 2022
Application Expiry Date:	7th November 2022
Consultation reply date expired:	6th October 2022

APPLICATION SITE

The application relates to a bank located in the Primary Shopping Area of Merthyr Tydfil Town Centre. It is also within the Town Centre Conservation Area and Urban Character Area (UCA) 1: Town Centre: High Street and Pontmorlais. The site is therefore in an area characterised by a mixture of uses including, commercial, retail and residential uses. The site is bound by pedestrianised streets to the north and east and other properties to the south and west.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the installation of a new sign above an Automatic Teller Machine which would replace an existing sign. The proposed sign would be 0.72m in length by 0.42m in height. It would project off the face of the building by 0.05m and would be installed with its base at a maximum height of 1.845m. The sign would not be illuminated.

PLANNING HISTORY

The relevant planning history is summarised below:

P/16/0345	Advertisement application for new signage (3 fascia signs, 3 projecting signs and other signs) Granted advertisement consent on 22 December 2016
P/14/0036	Advertisement consent for 3 fascia signs, 2 projecting signs and 14 'other' signs Granted advertisement consent on 19 March 2014
P/05/0501	Erection of fascia and projecting sign Granted advertisement consent on 1 November 2005

P/97/0227 a) 3 No. fascia signs and 1 No. Portal sign (internally illuminated) b) 2 No. Projecting signs (internally illuminated) c) 1 No. Nameplate (non-illuminated)
Granted advertisement consent on 14 August 1997

It is noted that there is also a current application relating to this site for the installation of a new ATM (Planning reference: P/22/0241)

CONSULTATION

The following bodies were consulted and their responses are presented below:

Head of Engineering No objection

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to the neighbouring properties and 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) 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 11, February 2021)
Technical Advice Note 7 – Outdoor Advertisement Control (1996).

Local Planning Policies

There are no specific policies contained within the adopted Merthyr Tydfil County Borough Council Replacement Local Development Plan 2016 - 2031 pertaining to this type of application. However, it is noted that the application site is located in the Town Centre Conservation Area and as such Policy CW1: The Historic Environment should be considered. In addition, the application will be determined having regard to the advice contained within Supplementary Planning Guidance (SPG) Note 3, Shopfront Design.

PLANNING CONSIDERATIONS

Applications for advertisement consent are considered against their impact on public safety and amenity.

Regard has been had for the impact of the sign on public safety. However, it would not result in any significant adverse impact in this respect. Furthermore, it is not considered that it impinges upon highway safety or results in a distraction to highway users.

The signage is considered to be acceptable in terms of its impact on amenities. Due to the location and size of the sign, it is not considered that it has any unacceptable impact on residential amenity. The sign is also acceptable in terms of its impact on visual amenities. It is noted that the application site is located within the town centre where a variety of different signage is present. The signage proposed is considered to be of an acceptable scale, design and appearance and would not appear out of place or harm the character and appearance of the building itself or indeed the wider streetscene. As such it would not impinge of the character of the conservation area or indeed UCA1.

Finally, whilst the application site is also located within a C2 Flood Zone, as this application is for a sign, a Flood Consequence Assessment would not be necessary and the impact of the proposal in this respect would be negligible.

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

CONDITIONS:

None.

RECOMMENDATION ENDORSED



Director of Neighbourhood Services

DATE:

14/10/22