

DELEGATED REPORT

Application No:	P/22/0150
Site Address:	Currys Unit 7 Cyfarthfa Retail Park Swansea Road Merthyr Tydfil
Development:	Retention of 2 no. retroframe non-illuminated fascia signs
Case Officer:	Rebecca Owens
Site Visit:	20th June 2022
Application Expiry Date:	9th August 2022
Consultation reply date expired:	12th July 2022

APPLICATION SITE

The application relates to a retail unit located in the Cyfarthfa Retail Park. The site is bounded by a service area and service road to the rear, the car park serving the retail park to the front and partially to the west and other retail units on either side.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the retention of two retroframe non-illuminated fascia signs.

The first of these is located over the main entrance at a height of 2.598m above the ground level. It is 11.36m in length by 0.525m in height with a depth of 0.089m of the face of the building.

The other sign is located to the right hand side of the building at a height of 5.4m above ground level. This sign is 7m in length by 2m in height and has a depth of 0.089m off the face of the building.

PLANNING HISTORY

The relevant planning history is detailed below:

P/21/0214	Erection of 22 No. illuminated and non-illuminated fascia and totem signs Granted advertisement consent on 22 July 2021
P/16/0337	Installation of 5 No. signs to external elevations of building Granted advertisement consent on 28 November 2016

P/04/0526 Advertisement signage
Granted advertisement consent on 9 November 2004

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 units 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. The 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 signage on public safety. However it is not considered that they have any significant adverse impact in this respect. Furthermore, it is not considered that they impinge upon highway safety or result in a distraction to highway users.

The signage is considered to be acceptable in terms of its impact on amenities. Due to the location of the application site and its distance from residential properties the signage would not have any impact on residential amenity. In this regard it is noted that no objections have been received following the publicity exercise. The signage is also

acceptable in terms of their impact on visual amenities. It is noted that the application site is located within an established retail park where a variety of different signage is present. The signage proposed is considered to be of an acceptable scale, design and appearance and replaces similar signage already displayed in the same locations. As such the proposed signs does not appear out of place or harm the character and appearance of the building itself or indeed the wider retail park.

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 GRANTED ADVERTISEMENT CONSENT

CONDITIONS:

None.

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

15/7/22