

DELEGATED REPORT

Application No: P/21/0062

Site Address: Land At Merthyr Tydfil Leisure Village
Merthyr Tydfil

Development: Erection of totem pole sign

Case Officer: David Cross

Site Visit: 9th March 2021

Application Expiry Date: 23rd April 2021

Consultation reply date expired: 22nd March 2021

APPLICATION SITE

This application relates to a small grassed verge located in a central position of the main carpark serving the Merthyr Tydfil Leisure Village. Opposite the site to the north is the adjacent leisure centre and to the south is the bowling and cinema building.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the erection of illuminated totem sign to advertise the location of a new Starbucks drive thru coffee shop. The totem would have an overall height of 7m comprising a 0.4m thick steel column with a small rectangular sign measuring 0.5m high by 1.85m wide on top (depicting the words Drive Thru), as well a circular sign with a diameter of 1.85m wide illustrating the Starbucks logo.

PLANNING HISTORY

P/21/0056 - Erection of Drive Thru Coffee Shop and associated works.

Full permission GRANTED on 26.04.2021

P/07/0240 - Erection of sports and leisure centre building, ten pin bowling, cinema and restaurant building and construction of associated site access, car parking and other site works.

Reserved matters application APPROVED on 15.06.2007

P/06/0633 - Erection of new building comprising ten pin bowling suite, 9 screen cinema and restaurant, and associated car parking and site infrastructure.

Full permission GRANTED on 19.01.2007

P/06/0585 - Demolition of existing leisure centre, erection of new sports and leisure centre building with associated site access roads, service facilities, car parking and pedestrian routes, including site infrastructure for further commercial development.

Full permission GRANTED on 22.12.2006

P/06/0242 - Development of new leisure centre, bowls club, hotel, backpackers hotel, cinema, 10 pin bowling complex, pub, restaurant and residential units (maximum of 30 units).

Outline permission GRANTED on 21.08.2006

P/04/0631 - Development of new leisure centre, bowls club and associated landscaping, cinema, hotels, family pub and cafe/sandwich bar.

Outline permission GRANTED on 18.05.2005

CONSULTATION

Head of Engineering - No objection

PUBLICITY

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

No representations were received following this publicity exercise.

POLICY CONTEXT

There are no specific policies relating to applications for advertisement consent within the Merthyr Tydfil Local Development Plan 2006-2021. Therefore, this application shall be determined with particular regard to Technical Advice Note (TAN) 7: Outdoor Advertisement Control (1996):

- Section 6 notes that the general approach to dealing with advertisement applications is similar to the process of dealing with planning applications. The display of outdoor advertisements can only be controlled in the interests of amenity and public safety.
- Section 10 notes 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.

PLANNING CONSIDERATIONS

The main considerations of this application are whether the proposed sign would have an unacceptable impact on public safety and amenity.

The design and location of the proposed sign is acceptable, where it would be seen within a central position of the carpark, which forms part of the wider Merthyr Tydfil Leisure Village. The totem sign would also be seen in the context of large buildings such as the leisure centre and cinema building, as well as other commercial properties. Views of the totem sign would generally be limited to the car park and to part of the elevated slip road leading to the A470. The existing vegetation and buildings along the boundaries of the Leisure Village would generally screen the totem sign from the wider surroundings. As such, the totem sign would not adversely impact on the character/appearance of the surrounding area. Nor would it adversely impact on the visual amenity of the surrounding area.

The sign would be setback from the adopted highway a considerable distance so that its scale and illumination would not give rise to highway safety implications, in terms of potential distraction or confusion to drivers travelling along the nearby highways, including the A470 trunk road. It is noted that there are a number of lighting columns within the car park and illuminated signs on the surrounding commercial properties, which are also visible along parts of the highway. It is acknowledged that the Head of Engineering has not raised any highway safety concerns.

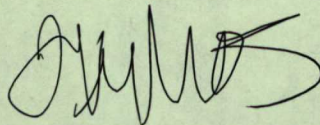
CONCLUSIONS

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.

For the above reasons the proposed totem sign is deemed to be acceptable in terms of its impact on public safety and local amenity. Therefore the proposal complies with the advice set out in TAN7. Accordingly, the following recommendation is made:

RECOMMENDATION: BE GRANTED ADVERTISEMENT CONSENT

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

5/5/21