

DELEGATED REPORT

Application No:	P/21/0396
Site Address:	30 - 31 Lower High Street Merthyr Tydfil CF47 8DP
Development:	Proposed signage
Case Officer:	Caroline Pulley
Site Visit:	9th December 2021
Application Expiry Date:	17th January 2022
Consultation reply date expired:	30th December 2021

APPLICATION SITE

The application site comprises two properties, 30 and 31 Lower High Street, Merthyr Tydfil. The existing properties contain a restaurant to the ground floor and basement floors of number 31 and sheltered residential accommodation to the ground and basement floors of number 30, and to the whole of the first and second floors of 30-31.

31 Lower High Street is located on the corner of Masonic Street and Lower High Street. It has a chamfered entrance door with a fascia sign above and two primary elevations, one facing north onto Masonic Street, and the other facing east directly onto Lower High Street. 30 Lower High Street has a single frontage onto Lower High Street. Both properties currently have very limited signage. The lettering currently advertising the restaurant business 'Jols' currently operating from the ground floor and basement of number 31 has mostly come away from the fascia. The signage at number 30 consists of black vinyl lettering displaying the address of the property on the glass above the front entrance door.

PROPOSED DEVELOPMENT

This application seeks advertisement consent for the display of new signage across the front and rear elevation of the two properties. The application has come forward as part of a scheme which seeks to convert the upper floors of the property to a boutique hotel and extend the existing restaurant across to the ground floor of 30 Lower High Street.

Specifically the application seeks consent to display the following signs:

- A non-illuminated fascia sign across the far western corner of the northern elevation of number 31 Lower High Street. This sign would display the website address of the restaurant operating from the premise 'Jols'.

Technical Advice Notes (TAN's):

- TAN 7: Outdoor Advertisement Control
- TAN 24: The Historic Environment

Local Policy

Merthyr Tydfil County Borough Council Replacement Local Development Plan (LDP) 2016-2031:

Policy SW11 – Sustainable design and Placemaking

Supplementary Planning Guidance (SPG)

- Guidance Note 3 Shopfront Design

PLANNING CONSIDERATIONS

The issues to consider under the assessment of this application relate to whether the proposed advertisements are acceptable with regard to their impact upon the character and appearance of the area and upon public safety and amenity.

The signs proposed to the front and rear of the application site are considered to be acceptable in terms of their impact on visual amenities. As noted on the submitted plans, the proposed signs are to be similar in style to the existing signage and would include letters applied to the existing fascia boards which offers a good alternative to hand painted signage. Also, the signs are not to be illuminated. Overall, it is considered that the new signage proposed for the two buildings are appropriate and would not be overly dominant in visual terms. Therefore, the development is considered to be acceptable respect of its visual impact on the character and appearance of the Town Centre Conservation Area.

Regard has been had for the impact of the signage on public safety. However, it is not considered that the proposed signage would have any adverse impact in this respect. As noted previously, the application has come forward as part of a scheme to change the use of the building to provide a boutique hotel and restaurant. The proposed signage is of a very similar nature to the existing signage already in place at 31 Lower High Street. Furthermore, the Council's Head of Engineering has considered the proposal and has raised no objections to the scheme.

Finally, 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: ADVERTISEMENT CONSENT BE APPROVED