

DELEGATED REPORT

Application No:	P/23/0146
Site Address:	Aldi Foodstore Ltd Plymouth Street Merthyr Tydfil CF47 0TP
Development:	Installation of signage and relocation of an existing internally illuminated totem sign
Case Officer:	Rebecca Owens
Site Visit:	12th June 2023
Application Expiry Date:	3rd August 2023
Consultation reply date expired:	3rd July 2023

APPLICATION SITE

The application relates to a food store located just outside of the Merthyr Tydfil Town Centre. The site is in an area characterised by a mixture of uses including, commercial, retail and residential uses. The site is bounded by the River Taff to the rear, highways to the front and western side and a bingo hall to the western side.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the installation of signage to the entrance foyer which would comprise of vinyl film applied to the glazing and a graphic board is also proposed which would be mounted on the main building adjacent to the entrance foyer (see drawing nos. 1701 Rev. P02 and 1702 Rev. P02).

Consent is also sought to relocate an existing internally illuminated totem sign. The sign would remain in the eastern corner of the site but would be repositioned following reconfiguration of the car parking area in association with the planning permission P/21/0225 outlined below (see drawing no. 1700 Rev. P02).

PLANNING HISTORY

There is an extensive planning history relating to this site including other applications for signage.

As noted above planning permission has recently been granted for an extension to the Aldi Stores with an extension and re-configuration of the existing car park along with other external works (Planning reference P/21/0225) which was granted permission subject to conditions on 30 November 2021.

It is also noted that an application for temporary signage has also been granted planning permission on 28 June 2023 (Planning reference: P/23/0117).

CONSULTATION

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

Head of Engineering No response

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) Order 2012, letters were sent to the neighbouring property and three site notices were 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 Urban Character Area 4 (UCA4) and as such Policy CW1: The Historic Environment should be considered.

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 it would result in any significant adverse impact in this respect. Furthermore, it is not considered that they would 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 signs, it is not considered that they would have any unacceptable impact on residential amenity. The signs are also acceptable in terms of their impact on visual amenities.

Finally, whilst the application site is also located within a C2 Flood Zone, as this application is for signs, 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
P.P.

DATE: 10.07.2023