

DELEGATED REPORT

Application No:	P/21/0324
Site Address:	Well Pharmacy Fox Street Treharris CF46 5HE
Development:	Display of 3 internally illuminated signs and display of one digitally printed vinyl graphic
Case Officer:	Caroline Pulley
Site Visit:	23rd September 2021
Application Expiry Date:	9th November 2021
Consultation reply date expired:	14th October 2021

APPLICATION SITE

This application relates to a pharmacy located at the north-eastern end of Fox Street. The building forms part of a small health centre comprising a doctor's surgery and a dentist. The main entrance to the pharmacy is located along the northern elevation of the building and is positioned directly opposite the main entrance to the doctor's surgery. The pharmacy has a rendered shop front with large display windows, which wrap around the north and north-western elevations of the building. The existing signage scheme comprises chrome non-illuminated lettering and an illuminated projecting box sign.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the display of four new signs at the pharmacy. Specifically the application seeks consent for the following signs:

- An internally illuminated fascia sign (Sign B) and a projecting box sign (Sign C) positioned along the north-western side elevation of the building. The proposed fascia sign is to have a white background with black and teal lettering displaying the name of the pharmacy. It would measure 3.89m wide and 0.595m in height. The projecting box sign would be positioned above the fascia board and would have a maximum height of 3.5m above pavement level. This sign would measure 0.6m wide by 0.6m in height and would be illuminated by LED lighting.
- An illuminated fascia sign (Sign A) to the northern, front elevation of the building. This sign would also have a white background with similar lettering displaying the pharmacy name and logo. It would measure 5.12m wide and 0.595m in height.

- A non-illuminated digitally printed graphic sign (Sign D) applied to the main entrance door of the pharmacy. This sign would measure 0.43m wide by 0.59m in height and would display the opening hours of the pharmacy.

The agent has confirmed in writing as part of this application that only the logo and the Well Pharmacy text on fascia signs A and B will be illuminated.

PLANNING HISTORY

P/09/0327	Erection of signage to pharmacy Approved – 12.01.2010
P/08/0360	Erection of primary care centre building, pharmacy and office building and associated car parks Approved 30.09.2008
P/07/0337	Erection of primary care centre building, pharmacy and café building and associated car parks Approved – 27.09.2007

CONSULTATION

Head of Engineering: No objection.

PUBLICITY

In accordance with the Town and Country Planning (Development Management Procedure) (Wales) Order 2012, two site notices were displayed within the vicinity of the site.

No letters of objection were received following this publicity exercise.

POLICY CONTEXT

National Policy

The Future Wales – the National Plan 2040 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.

Planning Policy Wales (PPW) Edition 11 (February 2021) sets out the land use policies of the Welsh Government. The most relevant sections are:

Sections 3.3 – 3.16 sets out the principles of good design in new development proposals, which should take into account its relationship to its surrounding context.

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 replacement signage scheme is considered to be acceptable in terms of its impact on visual amenities. It is acknowledged that the south-western corner of the building does fall within the Treharris Conservation Area and the existing signage on the building is quite discreet and does not have a dominating effect on the building. Nevertheless, the proposed fascia signs relate well to the building lines and features and would appear in proportion with the shop front windows below. The agent has also confirmed that only the lettering and the company logo on the proposed fascia signs are to be illuminated. The projecting box sign would be internally illuminated but would be of a similar scale, design and siting to the existing sign and would not be overly dominant in visual terms. Therefore the development is considered to be acceptable in this regard.

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. It is acknowledged that the new fascia signs would be illuminated. However, given that the Council's Head of Engineering has raised no objections to the scheme, the scheme is not considered to have a detrimental impact on public or highway safety.

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:

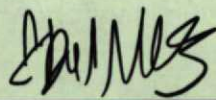
RECOMMENDATION: ADVERTISEMENT BE APPROVED subject to the following CONDITION

CONDITIONS:

1. The means of illumination proposed for the fascia signs hereby approved shall be in accordance with the details provided in the agent's emails dated 27.10.2021 and 26.10.2021.

Reason - To protect the character of the area and adjoining buildings in the interests of visual amenity.

RECOMMENDATION ENDORSED



Head of Town Planning

DATE:

28/10/21