

DELEGATED REPORT

Application No: P/23/0190

Site Address: Roundabout Below OP Chocolate Factory
High Street
Dowlais
Merthyr Tydfil

Development: Erect 4 adverts on the existing roundabout

Case Officer: Nia Chard

Application Expiry Date: 28th September 2023

Consultation reply date expired: 7th September 2023

APPLICATION SITE

The application relates to a roundabout located on High Street, Dowlais that provides access to Victoria Street and Goat Mill Road.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the display of 4 advertisements. The advertisements would be sited an equal distance apart and towards the outer perimeter of the roundabout. They would be an oval shape and constructed from aluminium. The advertisements would each measure 500mm deep by 1200mm long and be erected on posts 300mm above ground level. They would advertise foster Wales. The signs are not illuminated.

PLANNING HISTORY

There is no relevant planning history.

CONSULTATION

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

Head of Engineering and Highways	No Objection.
Environmental Health Manager	No Objection

PUBLICITY

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

No letters of objection were received following this publicity exercise.

POLICY CONTEXT

There are no specific policies contained within the adopted Merthyr Tydfil Local Development Plan 2016 - 2031 (LDP) pertaining to this type of application. National Planning Policy in relation to advertisements is contained within Technical Advice Note 7 – Outdoor Advertisement Control (1996).

PLANNING CONSIDERATIONS

Applications for advertisement consent are considered against their impact on public safety and amenity.

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

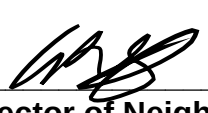
The signage proposed is also considered to be of an acceptable design and is of modest scale. Thus, in this context it is not adversely impacting upon the character or visual amenities of the area. It is noted that signs of an identical size and shape are already displayed on a number of different roundabouts within the County Borough. The Head of Engineering and Highways considers the proposal acceptable as the advertisements would not result in any highway safety concerns.

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

RECOMMENDATION ENDORSED



Director of Neighbourhood Services

DATE: 06.09.2023