

Merthyr Tydfil County Borough Council
Town Planning Division,
Unit 5,
Pentrebach,
CF48 4TQ

30th November 2023

OUR REF: PCT/T4813-9962/PLAN

Dear Sir/Madam,

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS
1992**

Alight Media Ref: 9962 - Land at Merthyr Tydfil Labour Club, Court Street CF47 8DU

Planning Portal Reference: PP- 12639476

In accordance with the Town and Country Planning (Control of Advertisements) Regulations 1992 ("the Regulations"), please find enclosed an application for express advertising consent. This application seeks the following:

New single illuminated LED 48-sheet advertisement display

The application comprises the following documents and drawings:

- Application for Consent to Display an Advertisement
- T4813 A4 050 Location Plan – Proposed
- T4813 A4 051 Site Plan – Proposed
- T4813 A4 060 Elevations - Existing and Proposed
- T4813 A4 061 Specification - Proposed 48 LED Display
- Planning Fee paid via Planning Portal

BACKGROUND

There is presently no advertising display at this proposed location. There was, however, previously an identical sized illuminated display at the same location which records indicate was consented under UPRN: 010034660697 and then removed sometime after August 2011 to facilitate remedial works to the car parking area at that time.

Cirencester Office:
The Cube, 19 Love Lane
Cirencester, Gloucestershire
GL7 1YP

Company Registration:
1588564

Directors:
PC Thacker MRICS

Senior Associate:
S Thornhill B.A. (Hons)

Records indicate the site had been in advertising use for a significant period of time and so it is a longstanding and established part of the built environment. As such, considerable weight should be attached to the presence of the existing advertisement.

See image below Courtesy of Google Earth August 2011.



PROPOSAL

The proposal is for a new single advertising display, with static illuminated advertising, which in our client's opinion will cause no material harm to either amenity or public safety.

The application site is located in the Merthyr Tydfil Labour Club car park adjacent to the railway bridge on Court Street.

The advertising display measures 6m in width and 3m in height, the same dimensions as the previous consented display, the new advertisement would comprise a pressed metal and reinforced plastic frame which would enclose an LED display.

It would present a range of static images. A new image will materialise every 10 seconds with the interchange between each image virtually instantaneous. Advertisements would not contain any movement, animation or special effects.

The display would be limited to 300 candela/sqm at night. Advertisements would therefore accord with the Institute of Lighting Professionals best practice guidance; The Brightness of Illuminated Advertisements PLG05 2015.

The proposed display, unlike the previous consented display, is operated and regulated remotely, removing the need for frequent site visits. What this means in reality is that there are no regular visits by poster vans, usually parking adjacent to the site, removing waste and fuel usage and obviously removing any health and safety implications of putting the signs up with each new poster.

The sign also has the ability to display "Emergency Public Information" e.g., related health information or such information as required by the Local Authority.

To ensure the display operates without harming either amenity or public safety, Alight Media recommended that the proposal adhere to the schedule of planning conditions attached to this letter. They reflect best practice guidance and recent decisions issued by planning authorities across the UK.

ASSESSMENT

The National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Section 38(6) of the Planning and Compulsory Purchase Act 2004 does not apply to advertisements. Therefore, local policies should not form a material consideration unless relating to amenity or public safety.

The illuminated LED display would face towards on-coming traffic travelling along Court Street. The highway is mixed in character and well-lit, providing excellent forward visibility on approach to the site, allowing drivers to glance at any advert far in advance without being distracted from the road ahead.

Under these circumstances such a familiar urban feature, like the previous consented display, would not constitute a potentially hazardous distraction to anyone exercising a reasonable standard of care. Consequently, it is considered that the proposed advertisements would not unduly distract highways users and give rise to safety issues.

Regarding amenity, it is not thought that the proposal would be detrimental; in either an immediate or wider sense. Whilst it is within the Merthyr Tydfil Town Centre conservation area and adjacent to a listed building the previous sign had the benefit of a consent under application UPRN 010034660697.

The character and setting of the immediate area is mixed and the proposed display would be seen entirely within this context. National policy and advice advocates locating advertisements in such areas where their impact is appreciably less and commensurate to their function. In this regard, the proposal should, in principle, be acceptable.

It is considered the proposal would sit comfortably in its visual context without harming amenity, the qualities of the site or the character and appearance of the wider area.

SUMMARY

We believe advertising at this site will not undermine the character and setting of the area, or pose any public safety concerns.

We would welcome the opportunity to address any concerns the Council or statutory consultees may have prior to determination.

If you require additional information or clarification, please do not hesitate to contact us.

Yours faithfully,

A handwritten signature in black ink, appearing to be 'A. Smith', written over a horizontal line.

Paul Thacker - Director
Turnkey Design Partnership Ltd.

E: paul.thacker@turnkeydesign.co.uk

SCHEDULE OF CONDITIONS ADVANCED BY THE APPLICANT

- A. No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);
- B. No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
- C. Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
- D. Any advertisement, hoarding or structure is to be kept in a condition which does not endanger the public; and
- E. If an advertisement(s) is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.
- F. Express consent is permitted for a period of ten years from the date hereof.
- G. The intensity of the illumination of the advertising unit(s) permitted by this consent shall at all times accord with the thresholds set out in the Institute of Lighting Professionals publication "The Brightness of Illuminated Advertisements" (PLG05:2015).
- H. The minimum display time for each advertisement shall be 10 seconds and there shall be no special effects (including noise, smell, smoke, animation, flashing, scrolling, intermittent or video elements) of any kind before, during or after the display of any advertisement.
- I. The sequencing of messages relating to the same product is prohibited.
- J. The interval between successive displays shall be 0.1 seconds or less and the complete display screen shall change without visual effects (including fading, swiping or other animated transition methods) between each advertisement.
- K. The advertising display panel shall have a default mechanism to freeze an advertisement in the event of any malfunction.