

DELEGATED REPORT

Application No:	P/24/0214
Site Address:	Advertising Hoarding Adjacent To Three Horse Shoes Pub Dynevor Street Georgetown Merthyr Tydfil CF48 1AY
Development:	Replace existing hording with light sensitive LED hording
Case Officer:	Kate Glover
Site Visit:	19th September 2024
Application Expiry Date:	27th November 2024
Consultation reply date expired:	22nd November 2024

APPLICATION SITE

The application relates to an area of land adjacent on the corner of Dynevor Street and Aberdare Road. The application site is adjacent to a junction. At the rear boundary of the site is the Three Horseshoes Public House. The advertisement would be mainly visible to traffic travelling north along Dynevor Street.

In respect of the character and appearance of the wider area, it is predominantly urban comprising of properties used for commercial purposes and businesses.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the display of one LED advertisement hording.

The advertisement hoarding would measure 3m high by 6m wide and be erected on posts 1.9m above ground level, with an overall height of 4.9m.

The advertisement hording would display multiple static images on rotation. Information submitted with the application states that the internally illuminated sequential display would display static images on a 10 second rotation and the transition from advert to advert would be instantaneous.

The levels of illumination would be controlled with brightness sensors and restricted to operate at less than 300 cd/m² during the day and to below 50 cd/m² during hours of darkness.

The application is also supported by a Stage 1 Road Safety Audit which finds no highway safety matters in relation to the existing advertisement.

PLANNING HISTORY

P/01/0240 Replacement of existing advertisement hoarding with a 1x48 Sheet advertisement hoarding including external illumination
GRANTED 07.08.2001

CONSULTATION

The following body was consulted and their response is presented below:

Head of Engineering and Highways - No Objection, subject to conditions.

PUBLICITY

In accordance with the Town & Country Planning (Development Management Procedure) (Wales) (Amendment) Order 2012, a letter was sent to the property at the rear of the site and four 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.

Visual amenity

It is considered that by virtue of its urban location, the advertisement is of a size, scale and design to be appropriate to its urban setting.

Residential Amenity

The area is well lit with street lighting and the illumination of the display would be controlled in the hours of darkness. Furthermore, there are no residential properties that have been identified within the vicinity of the proposed advertisement hoarding. As such the advertisement would not be detrimental to the residential amenities of neighbouring dwellings in the vicinity. It is acknowledged that no objections have been received following the publicity exercise.

Highway safety

The Head of Engineering and Highways (HEH) considers the proposal acceptable as the advertisements would not result in any significant highway safety concerns. In this regard it is noted that a Highway Safety Audit report has been submitted in support of the application, which concludes that there are no road safety issues identified. It has been requested whether a 5 year restriction could be applied to the consent to display advertisements. In accordance with the Advertisement Regulations where an advert that has been displayed with express consent expires, the advert may remain in place under deemed consent. In other words it does not require further consent to be retained unless a condition to the contrary is imposed. In this instance given that there appears to be no apparent highway safety concerns, it would be unreasonable to impose such a restriction.

The HEH also advise that in the interests of highway safety, the advertisements should be controlled with conditions regarding minimum display times, intervals between advertisements and that luminance levels should not exceed the thresholds contained within the Institute of Lighting Professionals guidance document PLG05 - The Brightness of Illuminated Advertisements 2015. This is a matter that can be reasonably controlled via condition.

Conclusion

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

SPECIAL CONDITIONS:

1. The display of any advertisements shall be carried out strictly in accordance with the following limitations:
 - a) The lighting levels of any advertisement shall not exceed 300 cd/m² during day-time hours and 50 cd/m² during night-time hours.
 - b) The minimum display time for each advertisement shall be 10 seconds and images shall be entirely static.
 - c) The interval between successive displays shall be 0.1 seconds or less and there shall be no sequencing of messages relating to the same product.
 - d) The display panel shall have a default mechanism to freeze an advertisement in the event of any malfunction.

Reason - In the interest of highway safety and to accord with Policy SW11 of the Merthyr Tydfil County Borough Council Replacement Local Development Plan.

RECOMMENDATION ENDORSED

A handwritten signature in black ink, consisting of stylized, overlapping loops and strokes, positioned above a horizontal line.

Director of Neighbourhood Services

DATE: 26.11.2024