

DELEGATED REPORT

Application No:	P/24/0086
Site Address:	Land Off Penheolferthyr Twynyrodyn
Development:	Advertisement for residential development on land at Elm Tree Grove (adjacent) in the form of a single vertical display (not illuminated).
Case Officer:	Kate Glover
Site Visit:	18th April 2024
Application Expiry Date:	4th June 2024
Consultation reply date expired:	9th May 2024

APPLICATION SITE

The application relates to an area of land adjacent to Elm Tree Grove in Twynyrodyn. The application site is directly adjacent to a roundabout. The rear boundary of the site is characterised by trees and shrubs. It is noted that beyond this vegetation is a dwelling (15 Aeron Terrace), a fence is erected on the boundary of the dwelling.

In respect of the character and appearance of the wider area, it is predominantly residential in character and appearance.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the temporary display of one non-illuminated advertisement. The application form identifies the sign would be in situ from the 1st May 2024 to 1st May 2026. The advertisement would be located approximately 5.8m from the edge of the footpath next to the roundabout and 6.9m from the boundary with 15 Aeron Terrace. The advertisement would be rectangular shaped, constructed of sheet metal and mounted on poles. The advertisement would measure 2500mm high by 1220mm wide and be erected on posts 500mm above ground level. Thus the overall height would be 3000mm. The sign would advertise new homes being constructed.

PLANNING HISTORY

P/21/0358	Residential development and associated engineering, access and landscaping works GRANTED 20.10.2022
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P/23/0189 Non-material amendment involving the removal of the foul pump station, the dwelling on plot 107 being handed, alternative house types on plots 37, 67 and 119-121. Adjust the siting of the dwellings on plots 68-70 and 98-99, revised location for the electrical substation, sprinkler kiosk and internet kiosk and the removal of carports.
GRANTED 20.10.2023

CONSULTATION

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

Head of Engineering and Highways - No Objection.

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 a site notice was 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.

Residential Amenity

It is considered that the advertisement would not be detrimental to the residential amenities of dwellings in the vicinity. No. 15 Aeron Terrace is the dwelling to the rear of the application site. It is noted that between the boundary of this dwelling and the proposed sign are wooden panel fencing and trees and shrubbery. No objections have been received following the publicity exercise.

Visual amenity

It is considered that the advertisement is of a size, scale and design that is appropriate to its setting.

Highway safety

The Head of Engineering and Highways considers the proposal acceptable as the advertisements would not result in any highway safety concerns.

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:

The sign hereby permitted shall be removed (including any framework) from the site in its entirety no later than 2 years from the date of this consent and the land shall be reinstated to its former condition.

Reason – Advertisement consent is granted for a temporary period only having regard to the particular circumstances of the application.

RECOMMENDATION ENDORSED



Director of Neighbourhood Services

DATE: 05.07.2024