

DELEGATED REPORT

Application No: P/23/0165

Site Address: 21 Station Terrace
Cardiff Road
Merthyr Vale
Merthyr Tydfil
CF48 4SX

Development: Installation of digital advertisement hoarding to display static advertisements on rotation

Case Officer: Rebecca Owens

Site Visit: 3rd July 2023

Application Expiry Date: 21st August 2023

Consultation reply date expired: 26th July 2023

APPLICATION SITE

The application relates to the gable end of a terraced dwelling which currently features an advertisement hoarding. The site is in a mainly residential area and is in the settlement boundary.

PROPOSED DEVELOPMENT

Advertisement consent is sought for the installation of a digital advertisement hoarding to display multiple static advertisements on rotation (6 advertising campaigns at a time sequencing every 10 seconds). This would replace an existing hoarding displaying paper and paste advertisement. The digital advertising hoarding would be the same size as the existing (6m in width by 3m in height and 0.061m in depth)

The new display would be operated remotely from a central location reducing vehicle trips for reposting. It would operate with a system of threshold controls, timers and light sensors to ensure that the luminance never exceeds the Institute of Lighting Professionals (ILP) guideline figures.

PLANNING HISTORY

There is no relevant planning history relating to this site.

CONSULTATION

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

Head of Engineering and Highways No objection

Environmental Health manager

Objection as sign would result in statutory nuisance

PUBLICITY

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

Two letters of objection were received following this publicity exercise. The main points raised within these are summarised below:

- The highway is already busy and dangerous and the bright, lit up hoarding would dazzle and distract passing vehicles, particularly at night.
- This type of hoarding is not appropriate in a residential area
- The hoarding would shine into dwellings, especially at night time.

Local ward councillors have been consulted and they wish the application to be determined under delegated power by the Director of Planning and Neighbourhood Services.

POLICY CONTEXT

National Development Framework

Future Wales: the National Plan 2040 (February 2021) 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.

National Planning Policies

Planning Policy Wales (Edition 11, February 2021)

Technical Advice Note 7 – Outdoor Advertisement Control (1996).

- With respect to poster advertising in residential areas section A7 states “*Poster advertising is out of place in any predominantly residential locality and should not normally be allowed. If a locality is in a mixed use, with shops or offices interspersed with residential development, or sharing the same premises in former dwellinghouses, some poster advertising may be acceptable when it is carefully related to the scale of surrounding buildings, and designed and positioned so as not to intrude upon or interrupt existing features or landmarks*”.

Local Planning Policies

There are no specific policies contained within the adopted Merthyr Tydfil County Borough Council Replacement Local Development Plan 2016 - 2031 pertaining to this type of application.

PLANNING CONSIDERATIONS

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

It is noted that the proposed digital sign would replace an existing hoarding, being erected in the same position and of the same size. However, the application site is located in a predominantly residential area, comprising of mainly terraced dwellings. The existing hoarding is considered to be an undesirable feature within the streetscene but it is accepted that this has been in situ for a number of years. Notwithstanding this, it is considered that the replacement of this sign with a large digital hoarding would be significantly more prominent, visually intrusive and incongruous within the residential character of the area. In addition, despite being angled away from the adjacent residential properties (to the east), it is deemed that it would harm the visual amenities of the occupants. It would also be visually prominent from the rear gardens of the adjacent properties to the south of the site. Whilst the advantages of digital signage outlined in the supporting documentation is acknowledged, it is not considered that this is the appropriate location of an advertisement of this kind and the proposal is therefore found to be contrary to Planning Policy Wales and Technical Advice Note 7.

It is acknowledged that the Environmental Health Department have raised concerns that the sign would result in a statutory nuisance and objections have been received relating to the illumination of the signage (particularly at night) and its potential to shine into dwellings. However, the level of illuminance could be controlled through suitably worded conditions to ensure that these would not impinge on residential amenity to an unacceptable degree.

Regard has been had for the impact of the signage on public safety and again it is recognised that the impact of the sign on highway safety has been raised in the objections received. However, given that the images are static and displayed on rotation, it is not considered that it would impinge upon highway safety or result in a distraction to highway users. In this respect it is noted that no objection has been received from the Head of Engineering and Highways.

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 REFUSED

REASONS:

1. The proposal, by virtue of its siting, scale and illumination would result in a prominent, unsympathetic and visually intrusive advertisement which would have an adverse impact on the residential character and appearance of the area. Therefore it would fail to accord with Planning Policy Wales and Technical Advice Note 7: Outdoor Advertisement Control.

RECOMMENDATION ENDORSED


Director of Neighbourhood Services

DATE: 18.08.2023

PP