

CONSULTATION RESPONSES	Supports	Objects	No objection or no comments	Comments	No reply
Community Council		✓			
Local member(s)				✓	
Highways				✓	
Public Protection					
Natural Resources Wales					
Welsh Water					
Other					
Neighbours					✓

Caia park CC: Object based on location. It would overlook a busy and fast roundabout which already creates difficulty due to lack of lane discipline. The sign would be an added distraction to motorists and could compromise highway safety

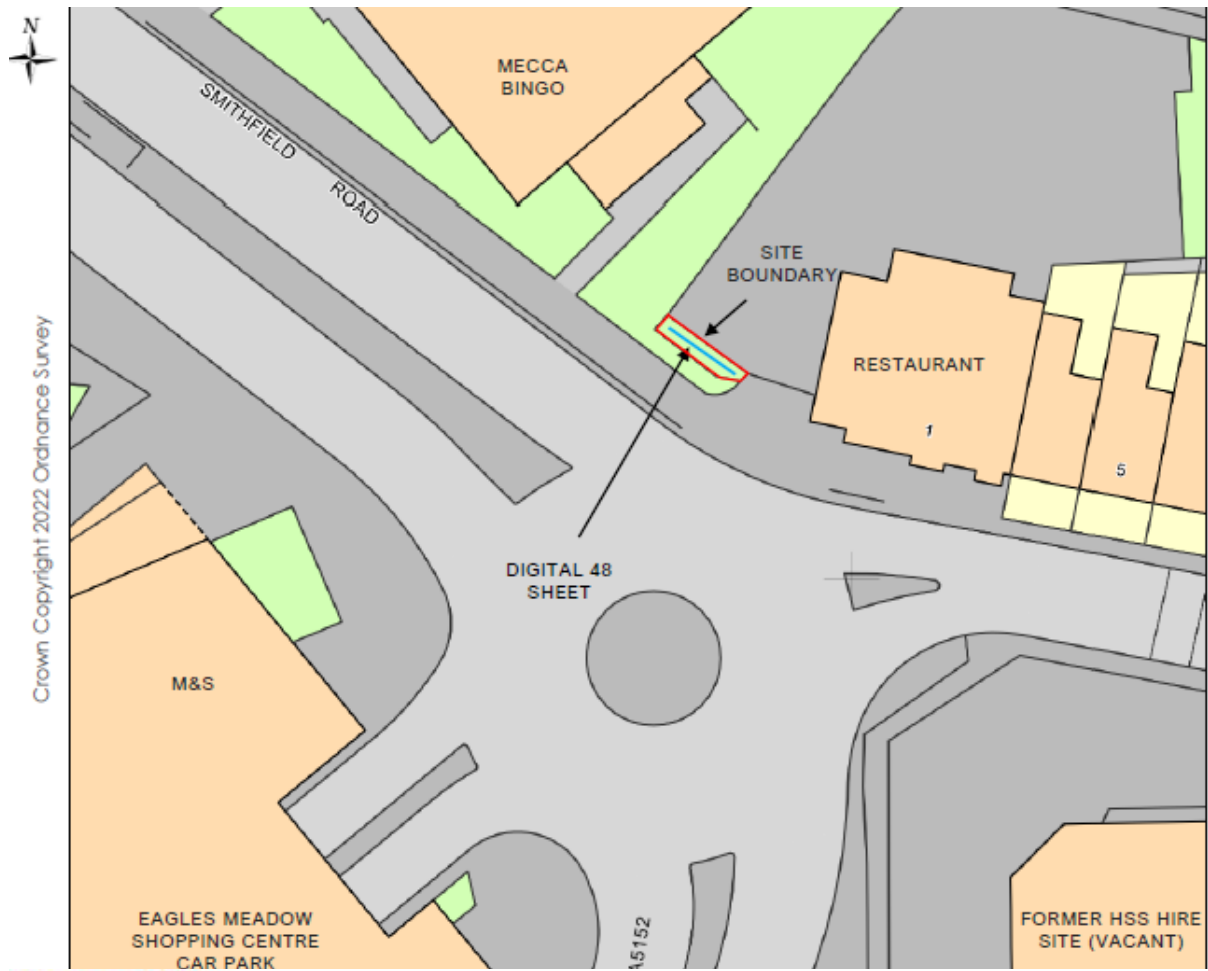
RELEVANT HISTORY	P/2004/0218 Display of signs Granted 15/4/2004 P/2003/0441 Alterations and conversion of pub to restaurant Granted 12/6/2003
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PLANNING POLICY/CONSTRAINTS	YES	ACCEPTABLE	NOT ACCEPTABLE
Outside settlement			
Inside settlement	✓		✓
Conservation Area			
Listed Building/ setting			
Green Barrier			
Special Landscape Area			
Flood Risk			
Within Buffer Zone or affecting SAC*			
World Heritage Site			
AONB			
Other			

LOCAL PLANNING GUIDANCE	ACCEPTABLE	NOT ACCEPTABLE
1 advertisements		✓

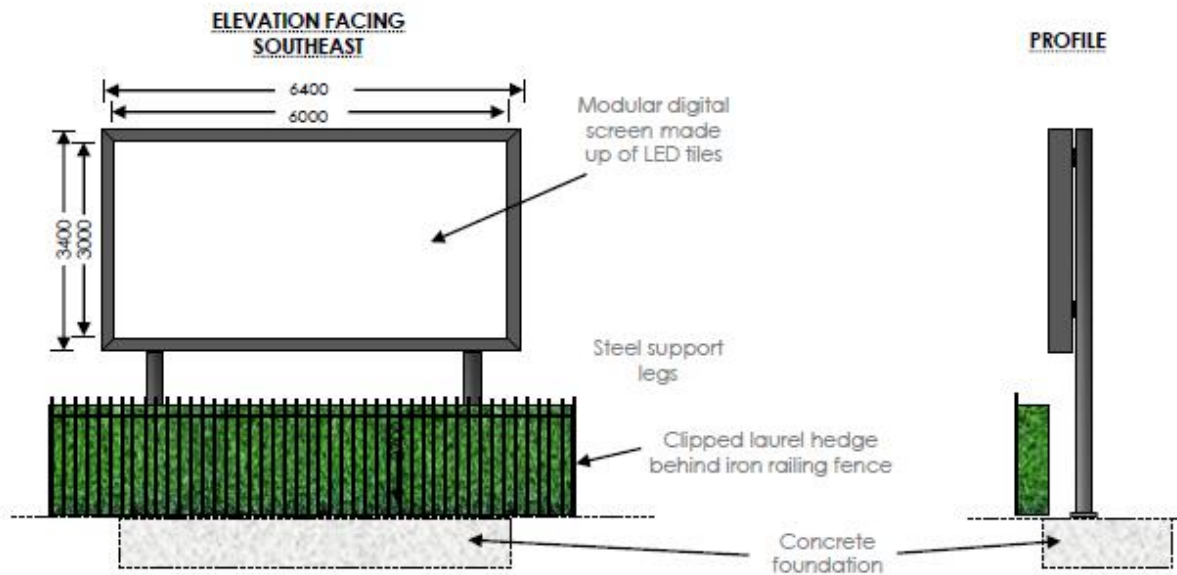
KEY ISSUES	Acceptable	Not Acceptable	Observations below	N/A
Residential Amenity		✓		
Design		✓		
Highway safety	✓			
Parking				✓
Conservation/LB				✓
Ecology				✓
Trees				✓
Other				✓

The application seeks consent for an internally illuminated 48-sheet (6m by 3m) digital poster display.



Proposed View





OBSERVATIONS:

There have been several applications for digital display screens recently:

Brook Street

P/2021/0557 Refused Appeal dismissed

Pentrefelin:

P/2019/0842 Refused Appeal Dismissed

P/2020/0761 Refused Appeal Dismissed

Eagles Meadow:

P/2020/0585 Refused

P/2021/0291 Granted In use

P/2021/0889 Granted

Smithfield Road

P/2022/0234 Current

Regent Street:

P/2020/0488 Refused Appeal allowed In use

P/2021/0212 Refused Appeal allowed In use

Holt Road

P/2022/0235 Current

The two applications granted by the Council have been for replacement of existing advertising with display screens, one on north side and one on south side of Eagles Meadow. The two proposals allowed on appeal are opposite the station and were for new displays.

Main issues;

Amenity

The sign would be an intrusive element in the street scene, which although commercial is enhanced by significant planting alongside Mecca Bingo. There are several residential properties in the area on Smithfield Road and Hightown Road.

The proposed digital display sign would be an unwelcome commercial intrusion to the area and could be repeated at several other sites on the edge of the town centre, creating a clutter of advertising.

LPGN 1 states that the siting of large roadside hoardings has a marked effect on the locality and such proposals will be resisted in residential areas.

Highway safety

The proposed development site is located on Smithfield Road, which is a busy, classified road subject to a 30mph speed limit. The comments raised by the Community Council are noted but without an objection from the highway authority refusal of permission would be difficult to sustain.

Conclusion

It is considered that the proposal would be detrimental to amenity.

RECOMMENDATION	
GRANT	
REFUSE	✓
S106	