

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					✓

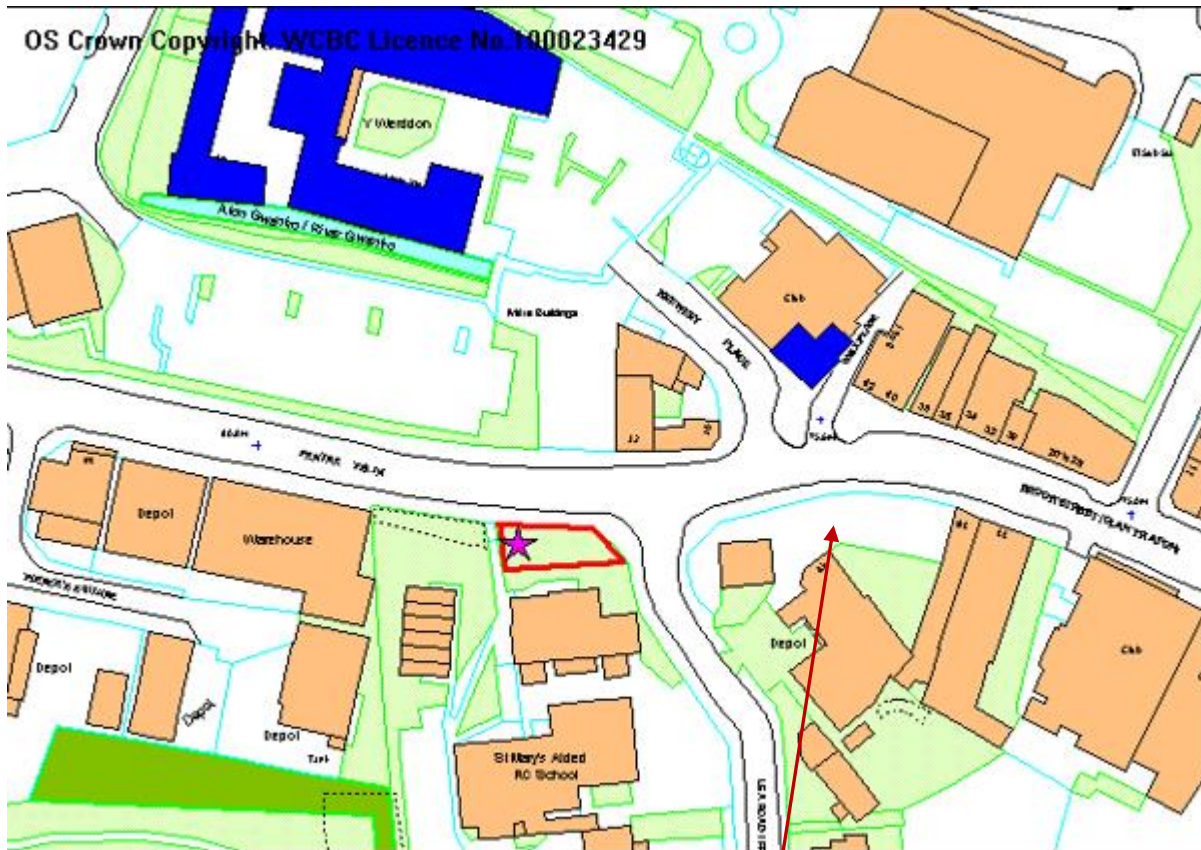
LM advised of del refusal 15/7/2021. Objects on amenity and highway safety grounds

RELEVANT HISTORY	P/2006/0086 Building comprising flats and offices Refused P/2008/0678 Residential development withdrawn Recent digital display apps Pentrefelin: P/2019/0842 Refused appeal dismissed P/2020/0761 Refused Appeal dismissed Eagles Meadow: P/2020/0585 Refused Regent Street: P/2020/0488 Appeal allowed P/2021/0212 refused Appeal current
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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				



Listed buildings shown in blue

Purple star- recent refusals and appeal dismissed. SITE

OBSERVATIONS:

The site is proposed for re-development along with adjoining land in Brook Street and Lea Road. It is currently used for taxi parking.

The application is for the display of a digital advertising hoarding facing west





Amenity

This proposed location for this digital advertisement display unit is opposite a Grade 2 Listed building, The Old Three Tuns Public House (record number 1821). The building is considered a striking local example of Arts and Crafts architecture which contributes strongly to the visual amenity of the streetscape.

The proposed display unit is very large and likely to have a negative impact on views into, and out from, the listed building. For this reason the conservation officer does not support this application.

The sign would be an intrusive element in the street scene, which contains several residential properties.

Highway safety

The siting has been amended to address highway concerns, so that it is now set back 2 metres from the highway. The highway authority does not object. The Local councillor raises objections on highway and pedestrian safety grounds.

Other similar cases.

The case quoted in the statement is on a different site at that decision was made contrary to the Conservation Officer's advice. The proposal for a similar installation to the west has been refused and appeal dismissed twice on amenity grounds.

Conclusion

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

RECOMMENDATION	
GRANT	
REFUSE	✓
S106	