

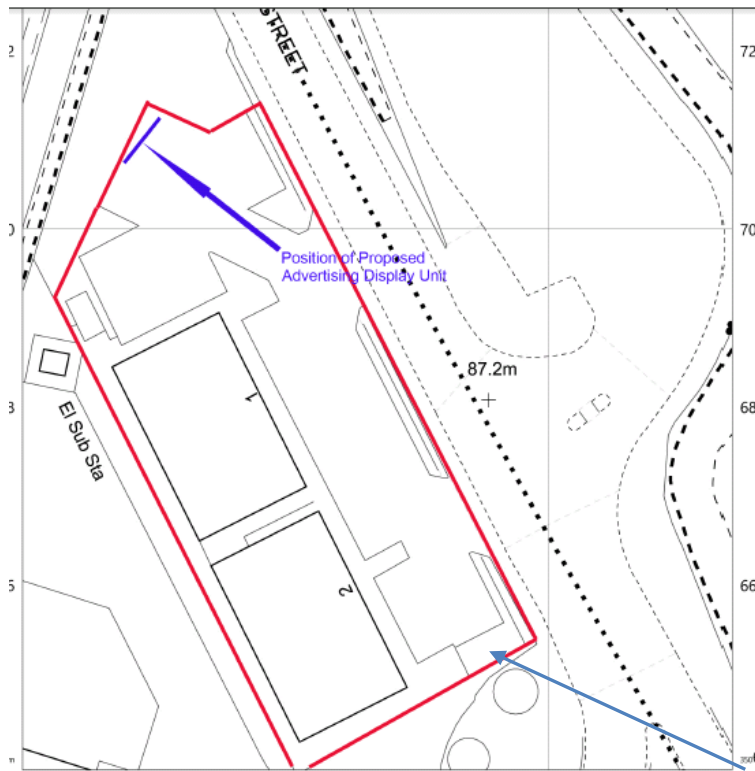
CONSULTATION RESPONSES	Supports	Objects	No objection or no comments	Comments	No reply
Community Council		✓ highway safety			
Local member(s)	✓			✓	
Highways				✓	
Public Protection					
Natural Resources Wales					
Welsh Water					
Other					
Neighbours					✓

RELEVANT HISTORY	P/2020/0488 Digital display on adj land. Allowed on appeal
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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		✓

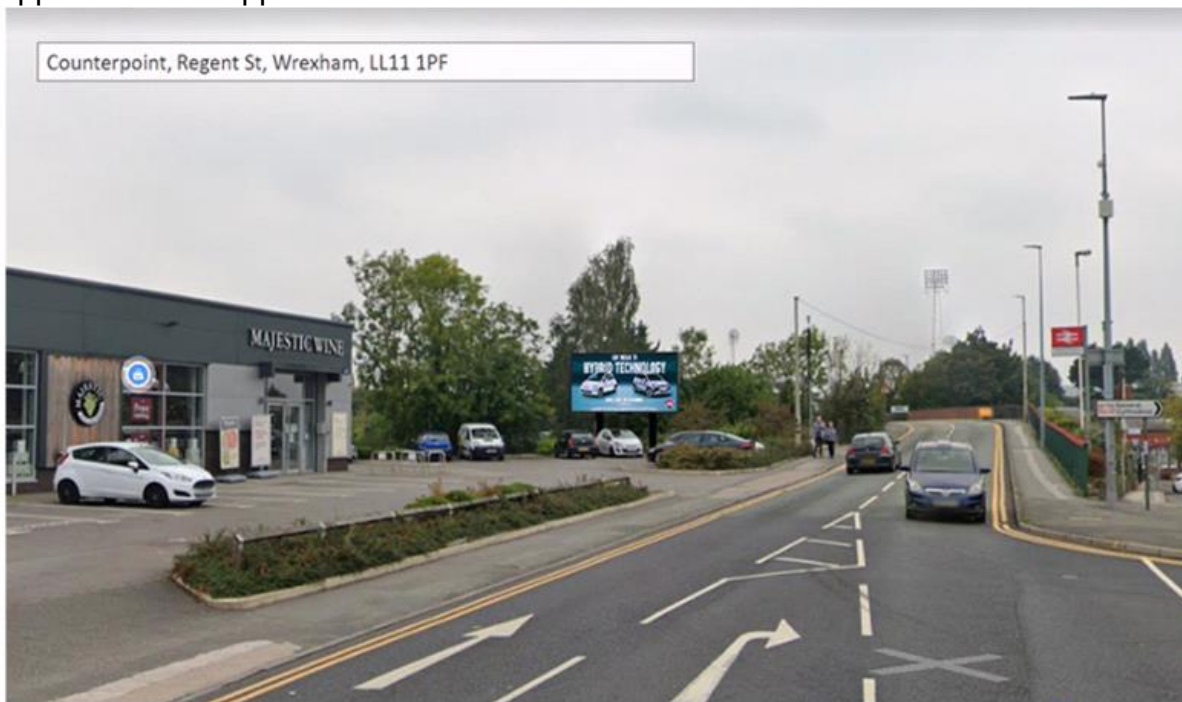
KEY ISSUES	Acceptable	Not Acceptable	Observations below	N/A
Residential Amenity	✓			
Design		✓		
Highway safety	✓			
Parking				
Conservation/LB				
Ecology				
Trees				
Other				



Existing display P/2020/0488

OBSERVATIONS:

The proposal is for a free-standing digital display unit 6.4 x 3.4m, set 2.3m above ground level. It would be sited at the northern end of the car park backing onto the railway lines with a hotel beyond. The application includes a detailed planning statement referring to the previous application and appeal and relevant issues.



proposal



P/2020/0488 (now in situ)

The digital display unit will be seen directly in the context of the listed station opposite and the Edwardian Terrace, 57-67 Regent Street which has been identified as an important townscape group within the adopted Grosvenor Road Conservation Area Character Assessment and Management Plan. This area forms the entranceway to the Conservation Area which has also been identified as an important approach within the adopted document.

In terms of the previous approval for a similar installation at the site, the Inspector was dismissive of the reason for refusal, which was based on the Council's Senior Conservation Officer's assessment of the proposal in terms of the impact on the Conservation Area. However the inspector's decision shows no evidence that the matter had been referred to Cadw for advice (this is normal practice where appeals are lodged against refusals based on Heritage Issues) and it is just one person's view. The sign is now in place and clearly has a detrimental impact on the entry to the town and the setting of the Conservation Area. Therefore it is considered that the LPA should maintain its opposition to digital advertising at this prominent site at the entrance to the town.

No highway objection has been received and this was not an issue with the previous proposal.

The proposed sign, by virtue of its scale and design would fail to preserve the setting of the adjoining listed building and would further add to advertisement clutter in the area. The application should be refused.

RECOMMENDATION	
GRANT	
REFUSE	✓
S106	