

DC/2016/01452

A DIGITAL NOTICEBOARD PROVIDING PUBLIC INFORMATION AND POTENTIALLY COMMERCIAL ADVERTISING

PUBLIC OPEN SPACE, ST JOHNS SQUARE, ABERGAVENNY

RECOMMENDATION: APPROVE

Case Officer: Andrew Jones
Date Registered: 18/01/2017

1.0 APPLICATION DETAILS

- 1.1 This application relates to St Johns Square which is located centrally in Abergavenny. The site is also located within the Abergavenny Conservation Area.
- 1.2 The application seeks express consent to display an advertisement for the installation of a digital noticeboard that would display public information while in time it may also display commercial advertising. The board would be elevated 1m above the ground and enclosed in a black gloss powder coated steel case. With regard to the dimensions the boarding would measure 948mm x 1368mm, it would also feature a 300mm guard overhanging at the top.

2.0 RELEVANT PLANNING HISTORY

None.

3.0 LOCAL DEVELOPMENT PLAN POLICIES

Strategic Policies

S13 – Landscape, Green Infrastructure and the Natural Environment
S16 – Transport
S17 – Place Making and Design

Development Management Policies

DES1 – General Design Considerations
DES3 – Advertisements
EP1 – Amenity and Environmental Protection
MV1 – Proposed Developments and Highway Considerations

4.0 REPRESENTATIONS

4.1 Consultations Replies

- 4.1.1 Abergavenny Town Council – recommends approval.
- 4.1.2 MCC Heritage Officer – The screens were part of much discussion and debate as to their position, size, materials and the purpose of the display. The screens are now designed to fit into the current display boards and not to be an additional feature that could cause physical clutter in the street. There were concerns over visual clutter, emphasised by moving pictures or images on the screens, however the proposed screens are set in locations that would be the least harmful.

The screens do not fail to preserve the character or appearance of the Conservation Area.

- 4.1.3 MCC Highways Officer – has no objections, noting that the proposals are in area that has been recently redeveloped to create an area of public open space. The siting of the digital noticeboard is not deemed to cause a hazard, obstruction or distraction to highway users.

4.2 Neighbour Representations

At the time of writing no responses have been received.

5.0 EVALUATION

5.1 Amenity

- 5.1.1 Whilst the site is located within the Abergavenny Conservation Area (CA) the digital sign would be enclosed in a lightweight black frame which is not considered to be visually intrusive. As noted previously the sign would be sited within existing street furniture, but its installation would not result in unacceptable visual clutter. Although there would be a degree of illumination via the digital display it is not considered that this would fail to preserve or enhance the character and appearance of the CA.

5.2 Highway Safety

- 5.2.1 The sign would be sited next to existing street furniture including potted planting and a recycling bin, as such it would not interrupt the natural path line for pedestrians. Its gloss black finish is also distinguished from the recently resurfaced square which would therefore ensure that it does not pose a hazard to persons with visual impairment.
- 5.2.2 The advertising would be illuminated via the digital display however it is not considered that this would cause unacceptable distraction to motorists travelling along Castle Street to the south.

5.3 Well-Being of Future Generations (Wales) Act 2015

- 5.3.1 The duty to improve the economic, social, environmental and cultural well-being of Wales has been considered, in accordance with the sustainable development principle, under section 3 of the Well-Being of Future Generations (Wales) Act 2015 (the WBFG Act). In reaching this recommendation, the ways of working set out at section 5 of the WBFG Act have been taken into account and it is considered that this recommendation is in accordance with the sustainable development principle through its contribution towards one or more of the Welsh Ministers' well-being objectives set out in section 8 of the WBFG Act.

6.0 RECOMMENDATION: APPROVE

Conditions:

1	1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority. 2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
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	<p>3. Where any advertisement is required under the above Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.</p> <p>4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.</p> <p>5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (Civil or Military).</p>
2	The development shall be carried out in accordance with the list of approved plans set out in the table below.

Informatives:

None.