

Code No. and Date Received	Name and Address of Applicant	Description and Location of Proposed Development
17/0793/ADV 27.09.2017	DC Payments Ms L Norton 155 Milton Park Brook Drive Oxfordshire OX14 4SD	Install externally illuminated ATM 64-66 Cardiff Road Caerphilly CF83 1JQ

APPLICATION TYPE: Application to Display Adverts

SITE AND DEVELOPMENT

Location: 64-66 Cardiff Road, Caerphilly, CF83 1JQ

Site description: Double fronted business premises on Cardiff Road, Caerphilly. The premises house "Smart Money Cymru Credit Union". To the northern side is the adjacent unit 62 Cardiff Road housing Caerphilly Police Station. To the southern side is the double fronted unit (68-70 Cardiff Road) occupied by Shaws the Drapers. To the west are other ground floor business units along Cardiff Road with some residential at first floor. To the east at the rear of the commercial units are the rear access and curtilages to residential properties on Broomfield Street.

Development: Install externally illuminated Automatic Teller Machine.

Dimensions: ATM advertisement collar: 1.15m by 0.85m with a depth of 0.08m.

Materials: Injected moulded plastic.

Ancillary development, e.g. parking: None.

PLANNING HISTORY 2005 TO PRESENT

06/0107/COU - Change the use to include Class A2 - to be used as an Estate Agency - Granted 05.10.06.

12/0741/COU - Change use from A1 (shops) to A2 (financial and professional services) and associated external works - Granted 04.12.12.

13/0261/FULL - Provide external alterations including new shop front - Granted 03.06.13.

17/0792/FULL - Install externally illuminated ATM - Not yet determined.

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Application No. 17/0793/ADV Continued

POLICY

LOCAL DEVELOPMENT PLAN Caerphilly County Borough Local Development Plan up to 2021 - Adopted November 2010.

Site Allocation: The site lies within the defined settlement boundary.

Policies: CW2 (Amenity), CW3 (Highways), SP6 (Place making).

NATIONAL POLICY Planning Policy Wales, Technical Advice Note 12: Design.

SUPPLEMENTARY PLANNING GUIDANCE

Supplementary Planning Guidance note LDP 7 (Householder Development)

ENVIRONMENTAL IMPACT ASSESSMENT

Did the application have to be screened for an EIA? No.

Was an EIA required? Not applicable.

COAL MINING LEGACY

Is the site within an area where there are mining legacy issues? This application is for an advertisement where such conditions would not apply.

CONSULTATION

Transportation Engineering Manager - No objection subject to conditions in relation to the illumination of the advertisement.

Head Of Public Protection - No objections.

ADVERTISEMENT

Extent of advertisement: The application was advertised via a site notice and neighbour notification letters were sent to 8 nearby properties.

Response: No responses were received relative to the consultation exercise.

Summary of observations: None.

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Application No. 17/0793/ADV Continued

SECTION 17 CRIME AND DISORDER ACT

What is the likely effect of the determination of this application on the need for the Local Planning Authority to do all it reasonably can to prevent crime and disorder in its area?

It is not considered that crime and disorder will be materially affected by the development.

EU HABITATS DIRECTIVE

Does the development affect any protected wildlife species? Based on current evidence, this is unlikely to be a significant issue in this case, but an advisory note will be attached to the consent and sent to the applicant as a precautionary measure.

COMMUNITY INFRASTRUCTURE LEVY (CIL)

Is this development Community Infrastructure Levy liable? The development is not chargeable as no additional internal floorspace is created.

ANALYSIS

Policies:

This advertisement consent application and a partner application for planning consent (17/0792/FULL) are being reported to Planning Committee as an employee of the Authority is a director of the Smart Money Cymru Credit Union.

The advertisement sought consent for is the Automatic Teller Machine advertisement surround which is an internally illuminated advertisement which incorporates white lettering stating "Free Cash Withdrawals" under a downwards pointing arrow head. It was noted upon visiting the site that the advertisement had been installed.

Advertisement applications are considered under the Town and Country Planning (Control Of Advertisement) Regulations 1992. These regulations require any proposal to be considered on the grounds of amenity and public safety.

The proposed signage is considered acceptable in its design and form being located on business premises situated within the defined Town Centre of Caerphilly. It is proposed that conditions are attached restricting the level of illumination to ensure the development does not unacceptably impact on the amenity of nearby residential occupiers and also in relation to the safety of highway users particularly noting the proximity of the advertisement to Cardiff Road which is a well used highway within the town centre.

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Application No. 17/0793/ADV Continued

Comments from Consultees:

The Highway Authority requested conditions in relation to illumination which have been included within the resolution.

Comments from public: None.

Other material considerations:

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. In reaching the recommendation below, the ways of working set out at section 5 of that Act have been taken into account, and it is considered that the recommendation is consistent with the sustainable development principle as required by section 8 of that Act.

RECOMMENDATION that Permission be GRANTED

This permission is subject to the following condition(s)

- 01) The advertisements hereby granted consent shall be displayed in accordance with the following plans and details:
 - Block Plan, drawing reference 2251 revision A, received 11.10.17;
 - Proposed Plans and Elevations, drawing reference 2251-01 revision A, received 11.10.17;
 - ATM advertisement collar specification sheet, received 12.09.17;(or any plans or details subsequently agreed in writing by the Local Planning Authority as an amendment to the approved plans).
REASON: To ensure that the development is carried out only as approved by the Local Planning Authority.
 - 02) No source of illumination shall be directly visible from any part of an adjacent highway.
REASON: In the interests of highway safety.
 - 03) The standard of illumination shall be such that no undue glare or distraction is occasioned to highway users.
REASON: In the interests of highway safety.
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