



BRECCON BEACONS NATIONAL PARK AUTHORITY

DELEGATED DECISION REPORT

Application No: 17/14635/ADV **Case Officer:** Mrs Kate Edwards
Site Notice Posted: 16th Mar 2017 **Consultation Date:** 15th Mar 2017
Date Valid: 9th Mar 2017 **8 Week Target:** 4th May 2017
Decision Type: Delegated Decision
Proposal: Item 1 (A,B,C,D) = 4 x One Stop Fascia Signs, sign A illuminated. Item 2 = 3 x Post Office Fascia Signs (2 illuminated). Item 3 (A,B) = 2 x PETG Frames. Item 4 (A) = 1 x Window Graphics. Item 6 = 1 x Totem Sign
Address: Spar and Post Office At Gilwern Garage , Crickhowell Road, Gilwern

CONSULTATIONS/COMMENTS

Consultee	Received	Comments
Llanelly Community Council	27th Mar 2017	Comments: Further to the above Planning Application. I would like to make the following observation relating to the coving letter dated 15 March 2017. The community council next meeting will be convened on April 10 2017 which will be just outside the consultation period. The community council would ask for a deferral of seven Days, this will enable elected members to consider the proposed application

19-04-17

The response is based on the latest information available on the date of the response. The comments made are based on the information provided by the Local Planning Authority and published on the LPA website. Therefore Llanelly Community Council has no concern with the proposed planning application submitted, subject to the following condition. The fascia to the canopy and Totem sign should not be illuminated. The views and conclusions contained in this response

may be subject to review and amendment by Llanelly Community Council if additional or new information is provided by the Applicant or their agent and or the Local Planning Authority for consultation purposes.

Monmouthshire County Council Highways 10th Apr 2017

No objection (subject to any specified conditions below)

OBSERVATIONS / COMMENTS

The application is for replacement advertisement signage for the existing Gilwern Garage.

There are no highway grounds to sustain an objection to the application subject to the following conditions being applied to any grant of planning approval:-

- I. No part of any sign or its associated illumination shall be erected within or overhang any part of the publicly maintainable highway.

CONTRIBUTORS

NEIGHBOUR/THIRD PARTY RESPONSE SUMMARY

No comments received.

RELEVANT POLICIES

Planning Policy Wales (Edition 9: 2017)
Technical Advice Note (Wales) 11, Noise - October 1997
Local Development Plan
Policy I Appropriate Development in the National Park

PLANNING HISTORY

App Ref	Description	Decision	Date
M15223	Change of use of rear of garage to taxi hire business	Permit	04.03.1997
M16341	Alterations to external facade and internal layout to create off licence	Permit	24.05.1999
08/01636/FUL	Pole mounted, internally illuminated box advertisement sign.	Permit	24.05.1983
08/02041/FUL	Proposed extension to rear of building to provide additional single storey retail and storage area	Permit	22.04.2009
09/02802/FUL	Repair and refurbish existing canopy over service station - existing height of canopy 2.900m. Increase height		20.03.2009

of 2no supporting columns and refix canopy at height 4.500m above ground level.

11/07147/ADV Retention of 2no existing signs of Permit 10.10.2012
fascia of canopy replacement of
existing totem sign.

OFFICER'S REPORT

Site Description

The premises is a shop, post office and petrol station situated on the A4077 in the settlement of Gilwern.

The building is of no particular architectural interest the fuel pumps are covered by a canopy typical of petrol stations and the shop entrance comprises of expanses of glass that are obscured by advertisements or transparent.

Proposal

This application seeks consent to display a number of advertisements, to replace a number of existing advertisements. The details are:

- One fascia sign above the shop front. The fascia will combine two Post Office' signs which will be located at either end of a 'one stop Gilwern Stores' sign. Each element of these advertisements will be illuminated with trough lighting angled downwards.
- Three large non illuminated pictures of food will be applied to a portion of the existing shop front.
- A replacement, non-illuminated, totem sign will be provided.
- Around three side of the petrol canopy will be similar 'one stop Gilwern Stores' signs and one Post office sign. None of the canopy signs are illuminated.

Visual Impact

Criterion i) and ii) of Policy I (Appropriate Development in the National Park) states that development All proposals for development or change of use of land or buildings in the National Park must comply with the following criteria, where they are relevant to the proposal:

i) the scale, form, design, layout, density, intensity of use and use of materials will be appropriate to the surroundings and will maintain or enhance the quality and character of the Park's Natural Beauty, wildlife, cultural heritage and built environment;

The signs will be used on an existing building located in the settlement of Gilwern and the property and area is urban in character and appearance. It is considered that the proposed signage is appropriate for the area in which it would be located.

In summary it is considered that the proposed development meets with the requirements of the above policy.

Highway Safety

Planning Policy Wales (Edition 9: 2017), Outdoor Advertisement Control - November 1996 requires that potential detrimental impact on highway safety.

Monmouthshire County Council as Local Highway Authority has provided the above comment. Officers note that the Authority have no objections to the development and recommend a condition be imposed. The applicant has confirmed that none of the signs will encroach over the public highway. Given that the proposed adverts do not encroach of the highway, officers consider there is no need to impose the recommended condition.

It is considered the proposed development meets with the requirements of the above policies.

Impact on Residential Amenity

Planning Policy Wales (Edition 9: 2017) and Technical Advice Note (Wales) 7, Outdoor Advertisement Control - November 1996 requires that potential detrimental impact on residential amenities is considered.

Given the village location, the existing illumination and direction of the proposed illumination is considered that the proposed illumination will not impact on the residential amenities of the adjacent dwelling.

It is considered the proposed development meets with the requirements of the above policy.

Conclusion

The proposed advertisements are considered to be appropriate and meet with the requirements of the above policies. The application is therefore recommended for consent subject to the imposition of conditions.

RECOMMENDATION: PERMIT


Conditions:

- 1 The consent hereby granted expires at the end of a period of five years beginning with the date of this permission.
- 2 The development shall be carried out in all respects strictly in accordance with the approved plans (drawing nos. Location Plan (NP1v1), Block Plan (NP2v1), Front Elevation (NP3v1), Canopy - Front Elevation (NP4v1), Canopy Left and Right (NP5v1), Totem (NP6v1), Lighting Sign Specification (NP7v1) and Lighting Sign Specification - Canopy (NP8v1)) except where otherwise stipulated by conditions attached to this permission and unless otherwise agreed in writing by the Local Planning Authority.
- 3 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.

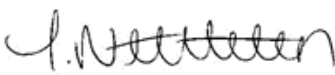
- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
- 5 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
- 6 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.
- 7 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, water (including any coastal waters) or aerodrome (civil or military).

Reasons:

- 1 Conditions imposed by the above-mentioned Regulations.
- 2 To ensure adherence to the approved plans in the interests of a satisfactory form of development.
- 3 Conditions imposed by the above-mentioned Regulations.
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- 7 Conditions imposed by the above-mentioned Regulations.

Signed (Case Officer):  **Date:** 02/05/17
 Mrs Kate Edwards
 Senior Planning Officer (DC)

Checked (Principal Planner):  **Date:** 03/05/2017

Signed (National Park Authorised Officer):  **Date:** 04/05/2017
