

BLAENAU GWENT COUNTY BOROUGH COUNCIL	
Report to	The Chair and Members of Planning
Report Subject	Planning Appeal Update: Advertising board on the hable end of 27 Cwm Road, Waunlwyd, Ebbw Vale, NP23 6TR.
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Directorate	Regeneration and Community Services
Date of meeting	March 2024

1. Purpose of Report

- 1.1 To advise Members of the decision of the Planning Environment and Decisions Wales (PEDW) in respect of a planning appeal against the refusal of planning permission (Ref: C/2023/0144). The development was for the installation of a digital advertisement hoarding to display static advertisements on rotation.
- 1.2 The application was refused by the case officer under delegated powers on 31st October 2023.

2.0 Scope of the Report

- 2.1 The application was refused on the grounds that it is considered that the advertisement due to its siting, digital illumination and frequency of sequencing would be distracting to road users and therefore detrimental to highway safety.
- 2.2 The Inspector determined that the main issue was the effect of the proposed advertisement upon public safety, with particular regard to the safe use and operation of the highway.

- 2.3 The appeal site relates to a two storey southern flank wall end of an end of terrace house, positioned adjacent to a single lane, straight section of the A4046 with street lighting on both sides of the road. The speed limit on the A4046 reduces from 40mph to 30mph in the approach to the appeal site.
- 2.4 The Inspector noted that owing to its position on a long straight section of the A4046, the advertisement would be visible for some distance when travelling northbound, at a time when drivers would be slowing down due to the reduction in the speed limit in the approach to the appeal site. The Inspector stated that given the good forward visibility of the road and the reduction in the speed limit, drivers would have sufficient advance warning of vehicles slowing down or waiting to turn into the junctions of Cemetery Road and Brynhyfyd Terrace, and those stopping at the signalised pedestrian crossing. The Inspector also pointed out that as the signalised pedestrian crossing is located some distance beyond the appeal proposal, drivers would have sufficient time to take in the content of the advertisement in the approach to the signalised crossing.
- 2.5 The Inspector noted the appellant's evidence of no accident records in the vicinity of the appeal site in the last 5 years and concluded that in the absence of evidence to the contrary and based on their observations on site, the advertisement would not be located within an area of any particular highway complexity.
- 2.6 The Inspector also noted that conditions could be imposed to limit the speed of rotation of images at all times and level of illuminance during the hours of darkness when the illumination would be most apparent such that it would not cause undue distraction to road users.
- 2.7 In conclusion, the Inspector was of the view that whilst the advert would attract attention momentarily, drivers approaching the appeal site would have sufficient time to absorb the advertisement in advance of the junctions and pedestrian crossing and react appropriately, despite the rotating images and illuminance of the proposal. Consequently, the advertisement would not cause such a distraction to drivers that it would affect the safe use and operation of the highway.
- 2.6 The Inspector accordingly ALLOWED the appeal.

3. Recommendation/s for Consideration

3.1 That Members note for information the appeal decision for planning application C/2023/0144 as attached at **Appendix A.**