

Application Ref: NP/23/0080/ADV

Case Officer	Jack Houser		
Applicant	Miss Jill Simpson		
Agent			
Proposal	Erection of an interpretation board on a wooden plinth type stand		
Site Location	Land Adjacent to, 9, Heol Crwys, Trefin, Haverfordwest, Pembrokeshire, SA62 5AF		
Grid Ref	SM83783258		
Date Valid	21-Feb-2023	Target Date	17-Apr-2023

This application is being presented to the Development Management Committee, as the application is being made on behalf of the Authority.

Consultee Response

PCNPA Access Manager: No objection

PCNPA Buildings Conservation Officer: No objection

Llanrhian Community Council: No adverse comments

Public Response

The application was publicised in accordance with the requirements of the Town and Country Planning (Control of Advertisements) Regulations 1992 (SI 1992 No 666).

No third-party comments were received.

Policies considered

Please note that these policies can be viewed on the Policies page Pembrokeshire Coast National Park website –

[Local Development Plan 2 - Pembrokeshire Coast National Park](#)

LDP2 Policy 01 - National Park Purposes and Duty

LDP2 Policy 06 - Rural Centres

LDP2 Policy 08 - Special Qualities

LDP2 Policy 14 - Conservation of the Pembrokeshire Coast National Park

LDP2 Policy 30 - Amenity

PPW11

SPG03 - Loss of Hotels

SPG10 - Conservation Areas (various)

TAN 05 - Nature Conservation and Planning

TAN 12 - Design

TAN 24 - The Historic Environment

Constraints

Safeguarding Zone
Rights of Way Inland - within 50m
Ancient Monument - within 500m
Hazardous Zones
ROW Coast Path - within 10m
Recreation Character Areas
Affordable Housing Submarkets
Seascape Character Areas
Landscape Character Area

Officer's Appraisal

Introduction

Advertisement consent is sought for the installation of an interpretation board on a wooden plinth, which will be located on the grass verge between the footpath and the gable end of No 9 Heol Crwys. The location is clearly visible on the photograph on the submitted location plan.

Local Context

The application site lies in the settlement of Trefin and just outside the designated Conservation Area of Trefin.

In determining the application consideration must be given to the statutory duties placed upon the Authority in Section 16(2), 66(1) and 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 which require that special regard shall be had to the desirability of preserving listed buildings or their settings or any features of special architectural or historic interest which they possess, and special attention shall be paid to the desirability of preserving or enhancing the character or appearance of Conservation Areas.

The Trefin Conservation Area Proposals SPG was adopted in October 2011 and its priorities seek to; 'preserve and enhance appropriately and where possible, sustainably, the special architectural, archaeological and historic qualities which contribute to the character of Trefin Conservation Area'.

The land associated with the application is part of public footpath PP50/26.

Application Details

Advertisement consent is sought to install 1 x oak framed interpretation board. This interpretation board is typical in style to other interpretation boards that can be found in different areas of the National Park and measures 1.35m tall and at its widest point 900mm.

The interpretation board will be located on the grass verge by a public bin in between the footpath and gable of No 9.

Planning Considerations

In accordance with National Policy and the relevant regulations, advertisement applications fall to be determined on the grounds of public safety and public amenity.

In making a recommendation on this application, relevant policies, and supplementary planning guidance of the Pembrokeshire Coast National Park Authority Local Development Plan (2020) as referred to above were considered.

Public Safety:

An advertisement is considered to have an impact on public safety if the advert itself is likely to be distracting or so confusing that it creates a hazard to, or endangers, people within the vicinity who are taking reasonable care for their own safety and the safety of others. As a non-illuminated sign to be erected on a verge within a public footpath, it is not considered that this signage would cause any harm to public safety.

Amenity:

The statutory provisions enable Local Planning Authorities to control the display of advertisements when it is justified, in the interests of amenity.

The control regime does not enable the authority to regulate the subject-matter of any advertisement. The test in considering an advertisement's impact on amenity is whether it will adversely affect the appearance of the building, or of the immediate neighbourhood, where it is to be displayed.

Local Planning Authorities should therefore consider the local characteristics of the neighbourhood, including its scenic, historic, architectural, or cultural features.

Because assessment of these factors may appear to involve some subjective judgement, authorities should be consistent in their assessment of visual impact in similar or comparable neighbourhoods or surroundings.

In terms of amenity, the information board proposed by Pembrokeshire Coast National Park Authority will enhance the visitor experience and any slight visual change will be outweighed by the information provided on the board which will assist the viewer to experience, understand and appreciate the Pembrokeshire Coast National Park.

The proposed signage is considered to be acceptable in terms of its siting, scale and use of materials. Subject to securing no illumination of the sign it is considered that they will not adversely affect the immediate locality where it is to be displayed and would conserve the Trefin Conservation area.

Landscaping & Biodiversity:

Policy 11 of the Local Development Plan requires that any development which may disturb, or harm protected species will only be allowed where the effects will be acceptable minimised or mitigated through careful design, work scheduling or other measures. This is considered to be the case in this instance.

Item 5 - Report on Planning Applications

The application is therefore considered to comply with the Local Development Plan 2, Planning Policy Wales and the Environment (Wales) Act 2016

Conclusion

The proposed advertisement is considered acceptable in terms of public safety and amenity and is recommended for approval.

Recommendation

Approval subject to conditions

1. The advertisements and any associated fittings shall be removed from the site in their entirety no later than 5 years from the date of this decision or 5 years after the date of completion of building operations, whichever first occurs.

Reason: In the interest of conserving the amenities and character of the area. Policy: Local Development Plan – Policies 1 (National Park Purpose and Duty) and 14 (Conservation of the Pembrokeshire Coast National Park).

2. The development shall be carried out in accordance with the following approved plans and documents:

Drawing ref - Panel Drawing Elevations received on 21/02/23

Drawing ref - location Plan Grapply Fields, Trefin received on 21/02/23

Reason: In order to be clear on the approved scheme of development in the interests of protecting visual amenity and the special qualities of the National Park. Policy: Local Development Plan – Policies 1 (National Park Purposes and Duty), 8 (Special Qualities), 14 (Conservation of the Pembrokeshire Coast National Park) and 29 (Sustainable Design).

3. The sign hereby permitted shall be non-illuminated.

Reason: In the interests of protecting the visual amenity and the special qualities of the National Park. Policy: Local Development Plan – Policies 1 (National Park Purposes and Duty), 8 (Special Qualities), 9 (Light Pollution), 14 (Conservation of the Pembrokeshire Coast National Park) and 29 (Sustainable Design), 30 (Amenity).



Grapply Fields, Trefin

Proposed location of panel SM 83790 32585 off Heol Crwys, Trefin

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National Park

