
Application Ref: NP/13/0531

Application Type	Advert
Grid Ref:	SN14653081
Applicant	PCNPA
Agent	Miss J Simpson
Proposal	Interpretation Panel
Site Location	Finger Post indicating bridleway at entrance to, Maes yr Efydd, Nr Mynachlogddu, Haverfordwest, Pembs
Case Officer	Matt Dash

Summary

This application seeks advertisement consent for the erection of an interpretation panel sign to be positioned onto a timber finger post indicating the direction of the bridleway entrance location, near Maes yr Efydd, nr Mynachlogddu. The proposal is not considered to have a detrimental impact upon the amenity or Special Qualities of the national park or public safety, due to its scale, design and siting. The application is therefore considered to comply with the relevant policies of the LDP and as such is recommended for approval.

The application has been referred to the Development Management Committee due to the applicant being the Pembrokeshire Coast National Park Authority.

Consultee Response

PCNPA Access Officer: No adverse comments

CADW - Protection & Policy: No adverse comments

PCC - Transportation & Environment: No objection

Mynachlogddu Community Council – No response received at time of writing this report.

Public Response

The application was advertised by site notice displayed at the site on 10th December 2013. No letters have been received from third parties.

Policies considered

Please note that these policies can be viewed on the Policies page Pembrokeshire Coast National Park website - <http://www.pembrokeshirecoast.org.uk/default.asp?PID=549>

LDP Policy 01 - National Park Purposes and Duty

LDP Policy 07 - Countryside

LDP Policy 08 - Special Qualities

LDP Policy 15 - Conservation of the Pembrokeshire Coast National Park
LDP Policy 29 - Sustainable Design
LDP Policy 30 - Amenity
PPW5 Chapter 04 - Planning for Sustainability
PPW5 Chapter 06 - Conserving the Historic Environment
SPG03 - Loss of Hotels and Guesthouses
SPG08 - Affordable Housing
TAN 07 - Outdoor Advertisement Control
TAN 12 - Design

Officer's Appraisal

Background and Description

The application site is located on the outskirts of Mynachlogddu, Pembrokeshire, along the B road linking the village with Crymych to the north east, where a non-metalled vehicular track and bridleway join the road. When travelling up the track in a north westerly direction a timber finger post is located on the verge on the left. The Finger post is directing the public up the track which is also a bridleway, and an attached timber sign informs the public that no vehicles are permitted beyond this point. Approximately 10 metres up the track beyond the finger post is a cattle grid and timber vehicular gate, and approximately 2m to the left of the finger post is a non-illuminated timber sign, measuring approximately 50cm x 90cm, with black lettering that reads 'Caermeini Isaf Meini Glas, The Cottage'. The track carries on, becoming a non-vehicular public right of way, and leads up onto Carn Menyn within the Preselli mountains.

Constraints

- Special Area of Conservation - within 500m
- Site of Special Scientific Interest - within 50m
- ROW Coast Path – within 10m
- Biodiversity Issue
- Historic Landscape
- Safeguarding Zone
- Rights of Way Inland - within 50m
- Hazardous Zones
- Recreation Character Areas

Relevant Planning History

No relevant planning history

Current Proposal

This is an application made under the Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) for the erection of 1 x non-illuminated interpretation panel sign onto a timber finger post directing the public onto a bridleway that leads up onto the Preseli mountains within the Pembrokeshire Coast National Park.

The Origins project is part of the 'Makers of Wales' prehistoric strand of the Cadw pan-Wales interpretation plan. The funding comes from the Welsh Government's Heritage Tourism Project, which is backed with European funding. The project aims to maximise the economic value of heritage through increasing the volume, length and value of visits to Wales, linking themes of Welsh heritage at national, regional and local levels. The project will also make sure that Wales's outstanding heritage is more accessible and enjoyable to visit – for those who live in Wales and for visitors.

The funding will support the following PCNPA project:

- To enhance the site at Castell Henllys including developing it as a regional hub for the origins and prehistory of Wales.
- The upgrading of the Castell Henllys site, together with directional signs and interpretation panels all form part of this project.

In addition, the project is proposing the installation of interpretation panels/signs at various prehistory satellite sites throughout the North of the County within the National Park.

The proposed sign will measure 90mm x 230mm and be constructed of Di-bond aluminium and plastic composite. The maximum height of lettering will be 7mm, with predominant colouring to be a dark brown background, white text and the orange and blue 'Origins' icon. It is proposed to fix the sign to the timber finger post to the left of the track, at a height of 1m from the lowest part of the sign to the ground.

The contents of the proposed sign will inform readers in both Welsh and English of historic information related to the landscape around them, as well as containing two QR (Quick Response) digital barcodes to be used in conjunction with smartphones.

Key Issues

The main issues to be considered in this case are:-

- Amenity
- Public safety

Amenity

Paragraph 3.5.2 of Planning Policy Wales (PPW) notes that:-

"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."

Technical Advice Note 7 - Outdoor Advertisement Control offers specific advice in the case of National Parks advising that close scrutiny of applications for advertisement consent is required. Paragraph 19 states:-

"In National Parks, Areas of Outstanding Natural Beauty and conservation areas, stricter controls usually apply to the display of advertisements which do not require the local planning authority's express consent. Applications for express consent also need to be closely scrutinised to ensure that the proposals do not compromise the aims of an area's designation."

Policy 8 of the LDP refers to the Special Qualities of the National Park and lists priorities to ensure that these qualities will be protected and enhanced. Criterion 'a' of Policy 15 and criterion 'd' of Policy 30 of the LDP seek to resist development that would cause significant visual intrusion. Policy 29 of the LDP seeks to ensure the sustainable design of all new development within the National Park, listing key requirements which developments will be assessed against.

The scale of the proposed sign at 90mm x 230mm is relatively modest and does not project beyond the width or height of the finger post. In terms of design, the proposal will contain muted colours, and is non-illuminated. It is not in a prominent position, situated on the finger post, approximately 1m above the ground and in the countryside, surrounded by hedges and trees, and it will not appear visually intrusive as it will only be visible briefly when the public drive past along the highway, or when the public wish to use the bridleway on foot, horseback, or by bike.

The proposal is therefore considered to be acceptable in terms of amenity as the design, scale and positioning will not be visually intrusive and will protect the Special Qualities of the National Park.

Public Safety

On the issue of public safety PPW states in paragraph 3.5.1:-

"The control regime does not enable the authority to regulate the subject-matter of any advertisement. The test in assessing an advertisement's impact on public safety is whether the advertisement itself, or the exact location proposed for its display, is likely to be so distracting or confusing that it

creates a hazard to, or endangers, people in the vicinity who are taking reasonable care for their own and others' safety."

Pembrokeshire County Councils Highways Department has been consulted to assess the proposals impact on the adjacent highway, though no objections were raised.

The application is therefore considered acceptable in terms of public safety.

Conclusion

The proposed sign is considered to be acceptable in terms of public safety and amenity, in that it will not be visually intrusive or hazardous by distracting or confusing members of the public. It therefore complies with the relevant policies of the LDP and as such is recommended for approval.

Recommendation:

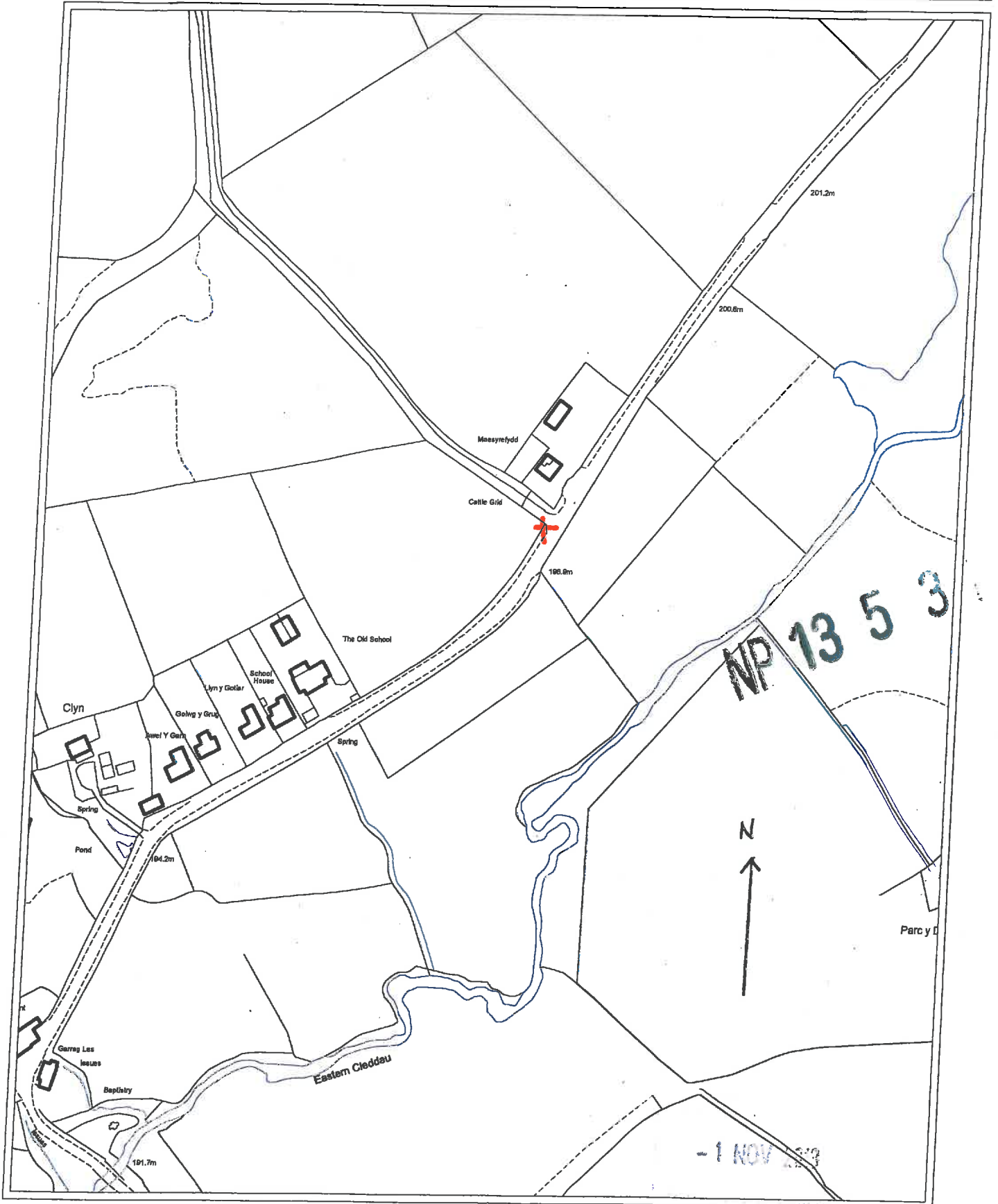
The application be approved subject to conditions relating to the 5 year time limit, compliance with plans, maintaining the advertisements in a clean, tidy and safe condition, and their removal to the satisfaction of the LPA on the expiry of the 5 year permission applicable to all advertisement consents.

Origins Satellite Sites

Carn Menyn

Compiled by TJ on 2 October 2013

Scale 1:2500



90mm



Carn Menyn

Ar gopa creigiog Carn Menyn ,
i'r gorllewin o Foel Drygarn,
gallwch weld creigiau dolerit.
Aethpwyd â rhai cerrig gleision
tebyg i'r rhain, a gloddiwyd o
ardal y Preseli, i Gôr y Cewri,
dros 5000 o flynyddoedd yn ôl.

On the craggy top of Carn
Menyn to the west of Foel
Drygarn you can see rocks of
dolerite. Some bluestones
similar to these, quarried in the
Preseli area were taken to
Stonehenge over 5000 years
ago.

Grid ref SN123456

Mae'r safle hwn yng ngofal XYZ
This site is cared for by XYZ



Awdurdod Parc Cenedlaethol Arfordir Penfro
Pembrokeshire Coast National Park Authority
0845 345 7275

Cadw



BY WAGLE
LAWYR
GWAIR
FURDOR
MATH
GAPDINIA



230mm

Pembrokeshire Coast
18 NOV 2013
National Park Authority