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**Application Ref: NP/13/0533**

<b>Application Type</b>	Advert
<b>Grid Ref:</b>	SN12544147
<b>Applicant</b>	PCNPA
<b>Agent</b>	Miss J Simpson, PCNPA
<b>Proposal</b>	Interpretation Panel
<b>Site Location</b>	Gatepost on the way into access Crugiau Cemmaes, Nr Nevern, Newport, Pembs
<b>Case Officer</b>	Sian Davies

**Summary**

This is an application made under The Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) for the display of advertisements. Advertisement Consent is sought for a single Interpretation Panel sign relating to the Bronze Age barrow cemetery known as Cregiau Cemaes situated 4.5km northeast of Nevern just to the north of the B4582. The sign will measure 230mm long by 90mm wide and will be placed on the gatepost of the existing wooden gateway which gives access to the historical site.

The proposed sign is considered to be appropriately sited, and of an acceptable scale, colour and design which is in harmony with the historical context of the site. As such the proposal does not adversely affect the visual amenity of the immediate surroundings or cause any harm to public safety. Accordingly, the advertisement is considered to be compliant with the primary purposes of the national park and subsequent policies 7,8,15 and 30 of the Local Development Plan. The advertisement is also in accordance with national guidance contained in Planning Policy Wales, Edition 5 (November 2012), Technical Advice Note 7 – Outdoor Advertisement Control (1996) and the Town and Country Planning (Control of Advertisements) Regulations 1992. As a result the application is recommended for approval subject to appropriate conditions.

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

**Consultee Response**

**Nevern Community Council:** Supporting

**PCC - Transportation & Environment:** No objection

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### **Public Response**

The application was advertised by a site notice displayed on the access gate on 10<sup>th</sup> December 2013. No letters have been received at the time of this report.

### **Policies considered**

Please note that these policies can be viewed on the Policies page Pembrokehire 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 Pembrokehire Coast National Park  
LDP Policy 29 - Sustainable Design  
LDP Policy 30 - Amenity  
SPG06 - Landscape  
TAN 07 - Outdoor Advertisement Control  
TAN 12 - Design

### **Officer's Appraisal**

#### **Background and History**

##### **'The Origins Project'**

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/sign at various prehistory satellite sites throughout the North of the county within the National Park.

The proposed interpretation panel relates to the Bronze Age barrow cemetery known as Cregiau Cemaes situated 4.5km northeast of Nevern just to the north of the B4582 and 7km southwest of Cardigan, with parking to the site provided via an adjacent layby. The southern two barrows are on a prominent ridge, nearly 200m above sea level, with open views in all directions. The barrows are within a fenced-off corridor allowing public access. There are two existing Pembrokeshire Coast National Park signs on site, one is positioned on the wooden gateway which directs the public to close the gate, with the other sign positioned on a stone hedge bank by the layby immediately east of the access gate.

### **Relevant Planning History**

No relevant planning history

### **Constraints**

NPA Property – within 25m  
LDP Mineral Safeguard  
Biodiversity Issue  
Recreation Character Areas

### **Current Proposal**

This is an application made under The Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) for the display of advertisements. Advertisement Consent is sought for a single Interpretation Panel to be placed on the existing gatepost of the access gate to the Bronze Age barrow cemetery known as Cregiau Cemaes. The proposed interpretation panel will be di-bond aluminium and plastic composite, with a dark brown background and white text. The panel will be bi-lingual with approximately 30 words of text. The panel will include the name of the site at the top, a grid reference, statement of who looks after the site, 2 QR (quick response) codes, Pembrokeshire Coast National Park logo and phone number, CADW and Welsh Assembly logos along with the origins icon. The panel will measure 230mm long, 90mm wide and 2mm deep and will be placed 770mm above ground to the base of the advertisement. The sign will not project any wider than the gatepost and will not be illuminated.

### **Key Issues**

In dealing with applications for advertisement the planning authority may consider only two issues; namely amenity and public safety.

#### *Impact on Amenity*

In practice, 'amenity' is usually understood to mean the effect upon visual amenity in the immediate neighbourhood of displaying the advertisement, or using an advertisement site, where passers-by, or people living there, will be aware of the advertisement.

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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 Park, 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 proposal do not compromise the aims of an area’s designation”*

In regard of local policy, policy 8 of the Pembrokeshire Coast National Park Local Development Plan (LDP) is a strategy policy which ensures that the special qualities of the National Park will be protected and enhanced. Policy 15 seeks to conserve the National park, with criteria (a) and (b) resisting development that would cause significant visual intrusion, and/or that would be insensitively or unsympathetically sited within the landscape. Policy 30 (d) seeks to avoid development that is visually intrusive.

The application site is situated in a remote rural location along the B4582, with parking provided within a layby adjacent to the wooden gateway. There are two existing Pembrokeshire Coast National Park signs on site, one is positioned on the wooden gateway which directs the public to close the gate, with the other positioned on a stone hedge bank by the layby immediately east of the access gate. The wooden gateway where the proposed interpretation panel will be positioned is set back slightly from the main access road and as such the sign will not be immediately visible from the main access road and to passers-by.

The proposed sign is considered to be appropriately sited, and of an acceptable scale, colour and design which is in harmony with the historical context of the site and as such does not adversely affect the visual amenity of the immediate surroundings. Albeit there being two existing CADW signs the addition of this small interpretation panel on an existing gate will not lead to a proliferation of signs to the detriment of the character of the area and as a result the appearance of the open countryside is conserved. Accordingly, the proposal is considered to be compliant with Policies 8, 15 and 30 of the Local Development Plan and can be supported.

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### *Impact on Public Safety*

On the issue of public safety paragraph 3.5.1 of the Planning Policy Wales (edition 5) states

*“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”*

The wooden gateway where the proposed interpretation panel will be placed is set back from slightly from the main road and is therefore not immediately visible from the road and to passers-by. The sign is non-illuminated, appropriately sited and relatively small in size. As such, it is considered that the proposed sign will not be distracting or confusing to road users or pedestrians and is unlikely to cause any harmful distraction. Accordingly, it is considered that the advertisement does not affect public safety and is therefore compliant with national guidance.

### **Conclusion**

The proposed sign is considered to be appropriately sited, and of an acceptable scale, colour and design which is in harmony with the historical context of the site. As such the proposal does not adversely affect the visual amenity of the immediate surroundings or cause any harm to public safety. Albeit there being two existing CADW signs the addition of this small interpretation panel on an existing gate will not lead to a proliferation of signs to the detriment of the character of the area and as a result the appearance of the open countryside is conserved. Accordingly, the advertisement is considered to be compliant with the primary purposes of the National Park and subsequent policies 7,8,15 and 30 of the Local Development Plan. The advertisement is also in accordance with national guidance contained in Planning Policy Wales, Edition 5 (November 2012), Technical Advice Note 7 – Outdoor Advertisement Control (1996) and the Town and Country Planning (Control of Advertisements) Regulations 1992.

### **Recommendation**

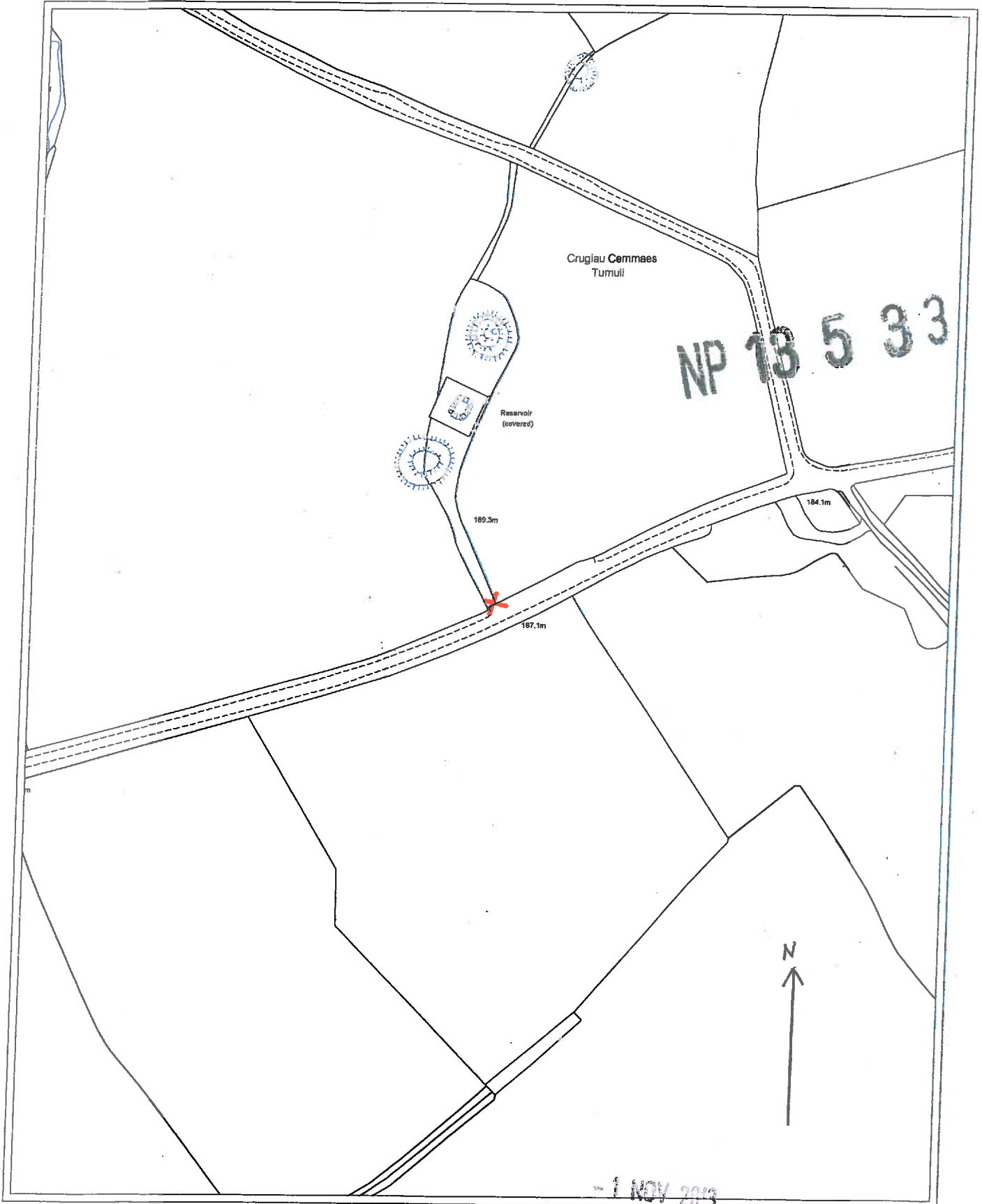
That the application be approved subject to condition relating to the standard time of 5 years, that the development is to be undertaken strictly in accordance with the deposited plans, that the display shall be maintained in a clean and tidy condition, and shall be removed to the reasonable satisfaction of the local planning authority at the expiry of the standard 5 year period given for advertisement consent.

# Origins Satellite Sites

## Crugiau Cemmaes

Compiled by TJ on 2 October 2013

Scale 1:2500



90 mm



# Crugiau Cemmaes

Claddwyd pobl bwysig yn y pedwar crug yma yn ystod yr Oes Efydd dros 3000 o flynyddoedd yn ôl. Yn fwy diweddar, tua 2000 o flynyddoedd yn ôl, roedd amddiffynfeydd o'r Oes Haearn yn cau o amgylch yr anheddiad hwn. Mae cloddiadau wedi dadorchuddio yrnau ac esgyrn wedi eu llosgi.

Important people were buried in these four barrows during the Bronze Age over 3000 years ago. More recently, around 2000 years ago, Iron Age defences enclosed this settlement. Excavations have revealed urns and burnt bones.

Grid ref SN123456

Mae'r safle hwn yng ngofal XYZ  
This site is



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



230mm

Pembrokeshire

18 NOV 2013

National Park Authority