

Application Ref: NP/13/0534

Application Type Advert
Grid Ref: SM89253879
Applicant PCNPA
Agent Miss J Simpson, PCNPA
Proposal Interpretation Panel
Site Location Finger Post on way into Youth Hostel, Pwll Deri,
Pencaer, Goodwick, Pembro
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 public right of way that forms part of the Pembrokeshire Coast Path. 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

Pencaer Community Council: No adverse comments

PCC - Transportation & Environment: No objection

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 south west corner of Strumble Head, on the northern section of the Pembrokeshire Coast National Park, a few metres to the west of the metalled B road, leading to the Youth Hostel at Pwll Deri. A timber finger post is located on the verge to the right of the access driveway, directing the public to where the Pembrokeshire Coast Path continues.

Constraints

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

Relevant Planning History

No relevant planning history

Current Proposal

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.

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 the Pembrokeshire Coast Path that leads north and then east along the coast of Strumble Head within the Pembrokeshire Coast 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 Coast Path, at a height of 1500mm 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

- 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, 1500mm above the ground and in the countryside. It will not appear visually intrusive as it will only be visible on entering the access driveway to get to the Youth Hostel or when the public wish to use the Coast Path.

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 due to its scale, siting and design, 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:

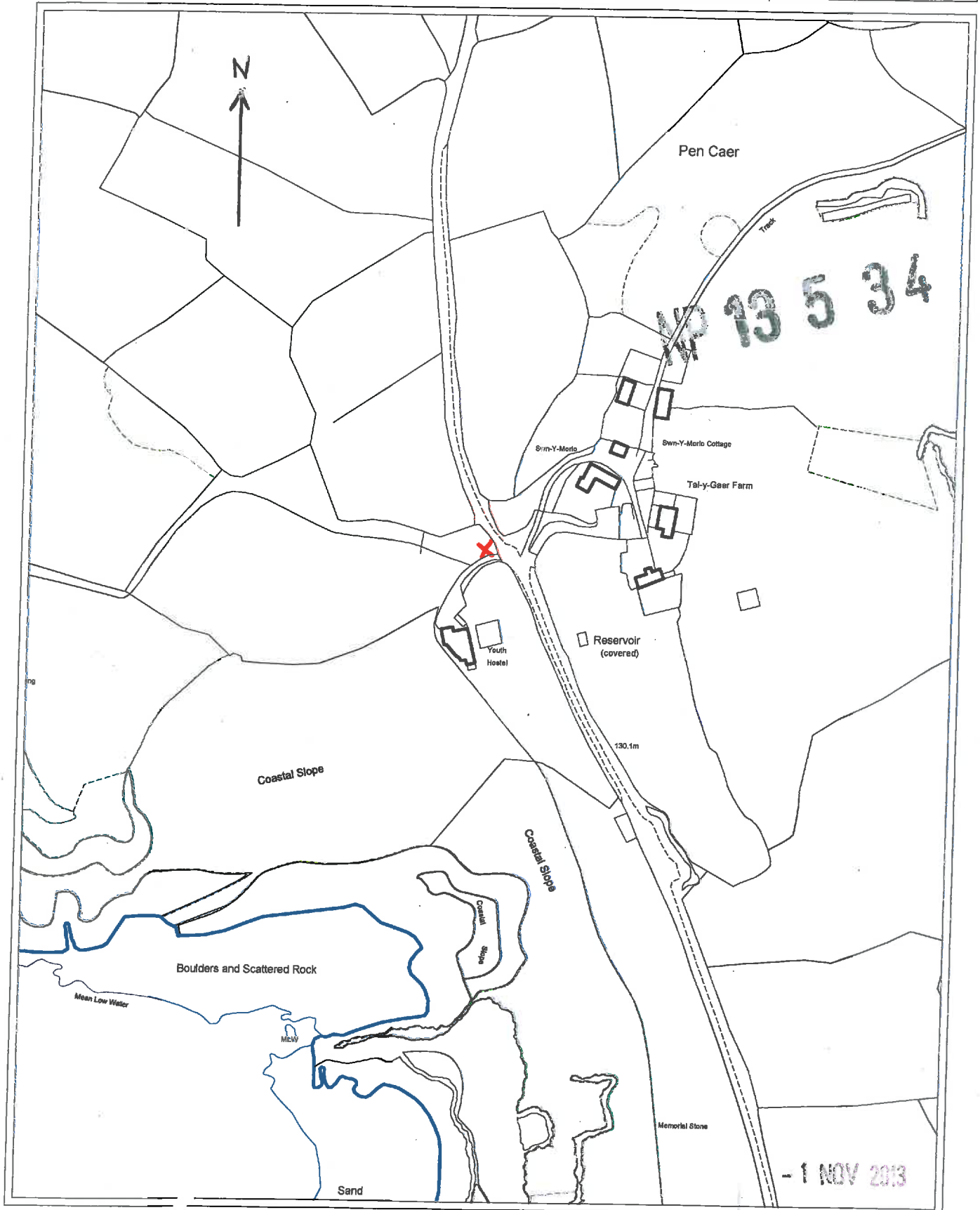
The application be approved subject to conditions relating to the 5 year time limit, compliance with plans, maintaining the advertisements in a clean, tidy and safe condition, and their removal to the satisfaction of the LPA on the expiry of the 5 year permission applicable to all advertisement consents:

Origins Satellite Sites

Dinas Mawr

Compiled by TJ on 2 October 2013

Scale 1:2500



90 mm



Caer Bentir Dinas Mawr Promontory Fort

I lawr y llwybr ac i'r chwith mae caer bentir arfordirol enfawr Dinas Mawr o'r Oes Haearn. Beth oedd pobl yn ei wneud yma dros 2000 o flynyddoedd yn ôl? Fwy na thebyg mai dyma gadarnle arweinydd clan.

Down the path and to the left is the huge Iron Age coastal promontory fort of Dinas Mawr. What did people do here over 2000 years ago? This was probably the stronghold of a clan leader.

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



230 mm

18 NOV 2013

National Park Authority