
Application Ref: NP/13/0541

Application Type	Advert
Grid Ref:	SN11773887
Applicant	PCNPA
Agent	Mr P Songhurst, Imagine Makers Design & Consulting
Proposal	To install 4 x wayfinding signs and 1 x arrival sign at Castell Henllys
Site Location	Castell Henllys Iron Age Fort, Felindre Farchog, Crymych, Pembrokeshire, SA41 3UT
Case Officer	Matt Dash

Summary

This application seeks advertisement consent for the erection of 4 x timber wayfinding signs and 1 x timber arrival sign to be positioned at various points along the metalled access road leading from the A487 to the Castell Henllys Iron Age Fort within Pembrokeshire Coast National Park. The proposal is not considered to have a detrimental impact upon the amenity of the National Park or public safety due to its scale and design. 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 objection

Eglwysrwr 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

Castell Henllys is one of many prehistoric promontory forts in the National Park, with replica Iron Age Roundhouses built right on top of the excavated remains of an existing hill fort. It is situated north of the A487 approximately 6.4km east of Newport.

Constraints

- NPA Property – within 25m
- Biodiversity Issue
- Rights of Way Inland – within 50m
- Potential for surface water flooding
- Recreation Character Areas

Relevant Planning History

- NP/178/92 – Education/Interpretation Centre – Withdrawn 11th June 1992
- NP/363/92 – Educational Centre – Approved 7th October 1992
- NP/113/93 – Car Park – Approved 28th April 1993
- NP/262/96 – Portaloo – Approved 26th September 1996
- NP/008/97 – Erection of Toilet block for Public use – Approved 8th January 1997
- NP/041/98 – Iron Age Roundhouse – Approved 1st April 1998
- NP/99/403 – Portaloo toilet building – Approved 22nd October 1999
- NP/00/299 – Temporary residential occupation of roundhouse for historical documentary – Approved 15th September 2000
- NP/01/031 – Additional car parking – Cancelled 16th January 2001
- NP/01/141 – Provision of cattle access – Approved 23rd April 2001
- NP/01/143 – Erection of Oak post at entrance to car park – Approved 23rd April 2001
- NP/03/144 – Portaloo – Approved 23rd April 2003
- NP/04/258 – Erection of 2.5kw wind turbine & greenhouse – Approved 9th August 2004
- NP/04/561 – Erection of 2.5kw wind turbine – Approved 17th January 2005

- NP/05/295 – Temporary siting of portaloos for archaeology students – Cancelled 14th June 2005
- NP/06/373 – Temporary Portaloos for 5 years – Approved 13th December 2006
- NP/06/072 – Temporary change of use to living history exhibition with re-enactor living on site – Approved 24th March 2006

Current Proposal

This is an application made under the Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) for the erection of 4 x timber wayfinding signs and 1 x timber arrival sign along the main access road into Castell Henllys Iron Age Fort within 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 wayfinding signs are all of the same design, measuring 1400mm x 500mm x 100mm, constructed of treated green logged timber with a routed face logo, that measures 450mm across at its maximum, and directional arrow both of which will be infill painted. The background will remain the natural timber colour. All 5 of the signs will be ground mounted.

Wayfinder 1 is to be located adjacent to the grade II Listed St. Dogfael's Church, on a bank to the west of the entrance to the pedestrian footpath that leads through the church yard.

The location for wayfinder 2 is proposed to be on the grass verge adjacent to the timber fence and the vehicular gate that leads onto an open field as the road bends to the left.

The arrival sign of the same design as the wayfinder signs is to be located at the main entrance gate on the grass verge adjacent to the timber pedestrian gate.

Wayfinder 3 is to be located to the left of the road, on the bend, where the Totem pole is currently situated on the grass verge.

The final wayfinder is located on the grass bank at the entrance to the main car park.

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 signs at 1400mm x 500mm x 100mm are relatively modest and with regards to the arrival sign can be considered an improvement on the existing yellow signage which is to be removed.

In terms of design, the proposed signs will largely be a natural timber colour and are non-illuminated.

The proposed signs are not in prominent positions, situated along the access road as it slopes down into a valley, surrounded by trees, hedging and shrubbery. They will not appear visually intrusive as they will not be visible from the A487 trunk road to the south or from other vantage points surrounding the site. They will only be visible by visitors to the site or visitors to the church.

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 advertisements 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 highway, though no objections were raised.

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

Conclusion

The proposed signs are considered to be acceptable in terms of public safety and will not be visually intrusive. It therefore complies with the relevant policies of the LDP and as such is recommended for approval.

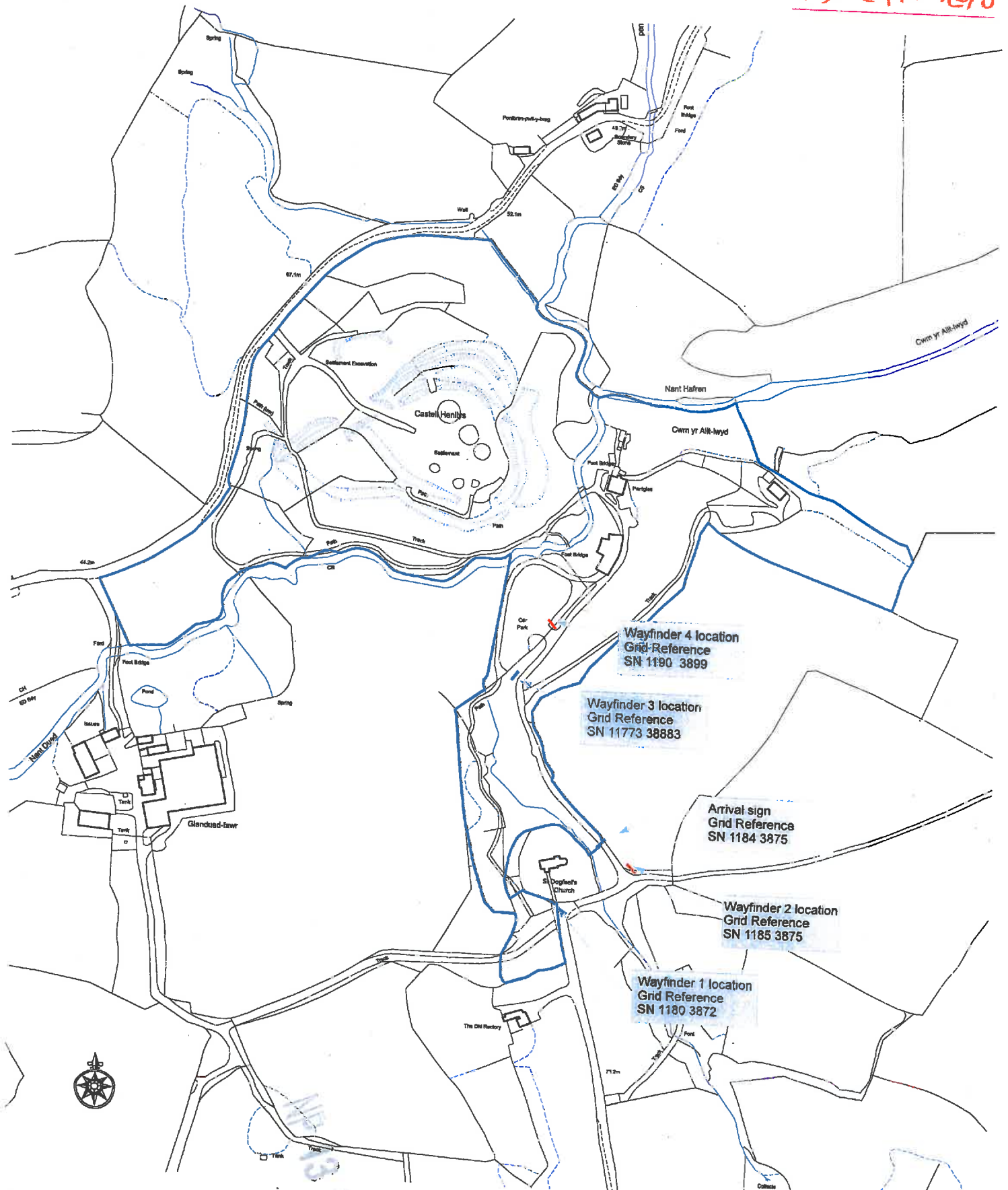
Recommendation:

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.

Castell Henllys - Origins

Item 6s)

Scale 1:2500



Wayfinder 4 location
Grid Reference
SN 1190 3899

Wayfinder 3 location
Grid Reference
SN 11773 38883

Arrival sign
Grid Reference
SN 1184 3875

Wayfinder 2 location
Grid Reference
SN 1185 3875

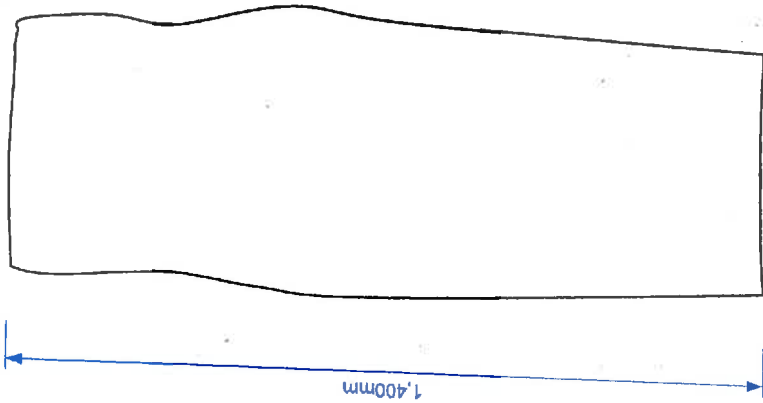
Wayfinder 1 location
Grid Reference
SN 1180 3872

18 NOV 2013

Castell Henllys Wayfinding Signs

Logos and Iconography
Max size 450mm

Treated green logged
timber totem



Below-ground detail
specified by fabricator



Detail routed with infill.
painted detail

Background colour:
natural timber

NP 13 5 4 1

18 NOV 2013

Item 6s)

Drawing issue: For planning	
Drawn by: PDS Checked by: PDS	
Client: PCNPA	Date: 18 th September 2013

Scale: 1:10 @ A3

