
Application Ref: NP/13/0543

Application Type	Full
Grid Ref:	SN11773887
Applicant	Pembrokeshire Coast National Park
Agent	Mr P Songhurst, Imagine Makers Design & Consulting
Proposal	Install Event Teaser Castell Henllys Iron Age Village
Site Location	Castell Henllys Iron Age Fort, Felindre Farchog, Crymych, Pembrokeshire, SA41 3UT
Case Officer	Sian Davies

Summary

This is an application made under section 62 of The Town and Country Planning Act 1990 (amended) for full Planning Permission. Planning permission is sought for timber posts supporting a wattle panel to which a printed composite aluminium sign will be secured. The proposal will be positioned on the western verge of the main entrance road in to the Castell Henllys site, before the car parking area, adjacent to the fork in the road with the track to the right leading to another area of the site.

It is considered that the proposal is unsympathetically sited within the landscape and introduces a use which is incompatible with its location and which fails to harmonise with the character of the landscape. Whilst it is accepted that each application must be judged upon its own merits, approval of this proposal with respect to other associated applications for signage along the entrance road to Castell Henllys, will lead to a proliferation of individual signs to the detriment of the character and visual appearance of the surrounding open countryside. As such it is considered that the proposal will have a cumulative impact on the surrounding area and will therefore be injurious to the special qualities and character of the National Park. Accordingly, the proposal is considered to be contrary to the primary purposes of the National Park and subsequent policies 7, 8, 15 and 29 of the Local Development Plan and as such is recommended for refusal.

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

Consultee Response

PCNPA Access Officer: No objection

Public Response

The application was advertised by a site notice displayed on 10th 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
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 05 - Conserving and Improving Natural Heritage and the Coast
PPW5 Chapter 06 - Conserving the Historic Environment
SPG05 - Sustainable Design
SPG06 - Landscape
TAN 05 - Nature Conservation and Planning
TAN 07 - Outdoor Advertisement Control
TAN 12 - Design
TAN 13 - Tourism

Officer's Appraisal

Background and History

'The Origins Project'

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. The site is situated north of the A487 approximately 6.4km east from Newport.

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

Item 6 - Report on Planning Applications

- 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 structure will be positioned on the western grass verge on the main entrance road in to the Castell Henllys site, before the car parking area, adjacent to the fork in the road with the track to the right leading to another area of the site. The proposal will be positioned slightly inland from the main entrance road, with trees and shrubbery situated along the western and eastern boundary of the main entrance road. It is proposed that the existing totem pole which is positioned adjacent to the application site will be relocated and replaced with a way finder sign.

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 portaloo for archaeology students – Cancelled 14th June 2005
- NP/06/373 – Temporary Portaloo 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

Constraints

NPA Property – within 25m

Biodiversity Issue

Rights of Way Inland – within 50m

Item 6 - Report on Planning Applications

Recreation Character Areas

Current Proposal

Planning Permission is sought for the erection of timber posts supporting a wattle panel to which a printed composite aluminium sign will be secured. The proposed event teaser advertisement sign will measure 1.9m high by 1.5m wide mounted on an overall timber structure. The timber structure comprises two green logged timber posts and a woven hazel wattle panel set in treated softwood timber frame which is considered to be associated with the building techniques employed in the Iron Age. The structure will measure 2.65m high by 2.2m wide with the wattle panel measuring 2.1m high by 1.7m wide. The sign will be white composite aluminium, with full colour and laminated print applied to face. The sign will include a replaceable banner with current opening times to be white composite aluminium, with full colour and laminated print applied to face. The sign will be bi-lingual, non-illuminated and will contain logos and iconography of maximum size 450mm, title font will be Clan Ultra Bold of maximum height 250mm with colour and map imagery to be confirmed. The design and access statement specifies that the graphic elements of the signage will use subtle colours from a natural palette with the lettering being a strong contrasting colour to the background. The sign will be updated with information about forthcoming events on the site.

An associated application for advertisement consent has been made under reference NP/13/544.

Key Issues

The key issues to consider are;

- Principle of Development
- Siting, Sustainable Design and Special Qualities of the National Park
- Neighbouring Amenity

Principle of Development

The application site is situated along the entrance road in to the Castell Henllys site which is considered to be in the countryside as defined within Pembrokeshire Coast National Park Local Development Plan (LDP). The proposal is considered to be acceptable under criterion e) of Policy 7 in that a tourist attraction or recreational activity is proposed where the need to locate in the countryside is essential, as the proposed timber construction supports a sign which is related to the tourist attraction of Castell Henllys. As such the proposal is considered to be acceptable in principle.

Siting, Sustainable Design and Special Qualities of the National Park

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. Of particular relevance is Policy 15 of the LDP which states that development will not be permitted if it causes significant visual intrusion (criterion a); failing to harmonise with, or

enhance the landform and landscape character of the National Park (criterion d); losing or failing to incorporate traditional features (criterion e).

The proposed event teaser sign is to be positioned on the western verge of the main entrance road in to Castell Henllys before the car parking area, adjacent to the fork in the road. This is a large sign, and it is considered that the proposal is unsympathetically sited within the landscape and introduces a use which is incompatible with its location and which fails to harmonise with the character of the landscape. As such the proposal is considered to be injurious to the special qualities and character of the National Park.

Whilst it is accepted that each application must be judged upon its own merits it is considered necessary to take into account associated applications which have been submitted in relation to signage along the main entrance route in to Castell Henllys site in order to avoid the proliferation of individually acceptable advertisement to the detriment of the appearance of open countryside.

On entry to the site off the A487, applications have been submitted for a coach parking sign to be located adjacent to the area identified as the coach parking area; the erection of 4 way finding signs and one arrival way finding sign to be dispersed along the entrance road, with one positioned adjacent to this application site; the relocation of the totem sign to be positioned by the main entrance gate to the site; a single installation comprising three signs to be located adjacent to the footpath that leads from the car park to the visitor centre. Whilst taking into account that the associated applications are only recommended for approval at the time of this report, it is considered that approval of this sign will lead to a proliferation of individual signage to the detriment of the special qualities and character of the National Park.

In view of the above, the proposal is viewed as being an undesirable intrusion to the area and will have a cumulative impact on the special qualities and character of the National Park. Accordingly the proposal is considered to be contrary to Policy 8 and 15, of the Local Development Plan.

Policy 29 of the LDP states that all proposals will be expected to demonstrate an integrated approach to design and construction, and will be required to be well designed in terms of place and local distinctiveness (criterion a); which embraces the historic landscape, geo-diversity and biodiversity (criterion b and supportive text); which is accessible (criterion d) and well designed in terms of materials and resources (criterion g).

The accompanying design and access statement states that materials used will be from sustainable natural sources or inherently recyclable which will be in keeping with the features of the site. It is proposed that the timber will be from sustainable FSC accredited sources with natural finishes. Furthermore the sign uses a woven hazel backing panel which is associated with the building techniques employed in the Iron Age, with the hazel being sourced locally from a sustainable source with the intention of employing the services of local craftsmen to manufacture certain elements. In view of the above, whilst it is considered that the proposal is compliant with criterion (d) and (g) of Policy 29, by reason of its incompatibility with the surrounding landscape

the proposal is considered to be contrary to criterion (a) and (b) of Policy 29 of the LDP

Neighbouring Amenity

Policy 30 of Pembrokeshire Coast National Park Local Development is a criterion based policy which aims to protect the amenity enjoyed by people in their residences, workspaces and recreational areas. The policy seeks to avoid development where it has an unacceptable impact on amenity particularly where a) the development is for a use inappropriate for where people live or visit and/or; b) the development is of a scale incompatible with its surroundings and/or; d) the development is visually intrusive.

There are no neighbouring properties within proximity of the application site therefore the proposal will have no adverse impact upon the amenity of the immediate neighbourhood and as such is compliant with policy 30 of the Local Development Plan.

Conclusion

It is considered that the proposal is unsympathetically sited within the landscape and introduces a use which is incompatible with its location and which fails to harmonise with the character of the landscape. Whilst it is accepted that each application must be judged upon its own merits, approval of this proposal with respect to other associated applications for signage along the entrance road to Castell Henllys, will undoubtedly lead to a proliferation of individual signs to the detriment of the character and visual appearance of the surrounding open countryside. As such it is considered that the proposal will have a cumulative impact on the surrounding area and as such will be injurious to the special qualities and character of the National Park. Accordingly, the proposal is considered to be contrary to the primary purposes of the National Park and subsequent policies 7, 8, 15 and 29 of the Local Development Plan.

Recommendation

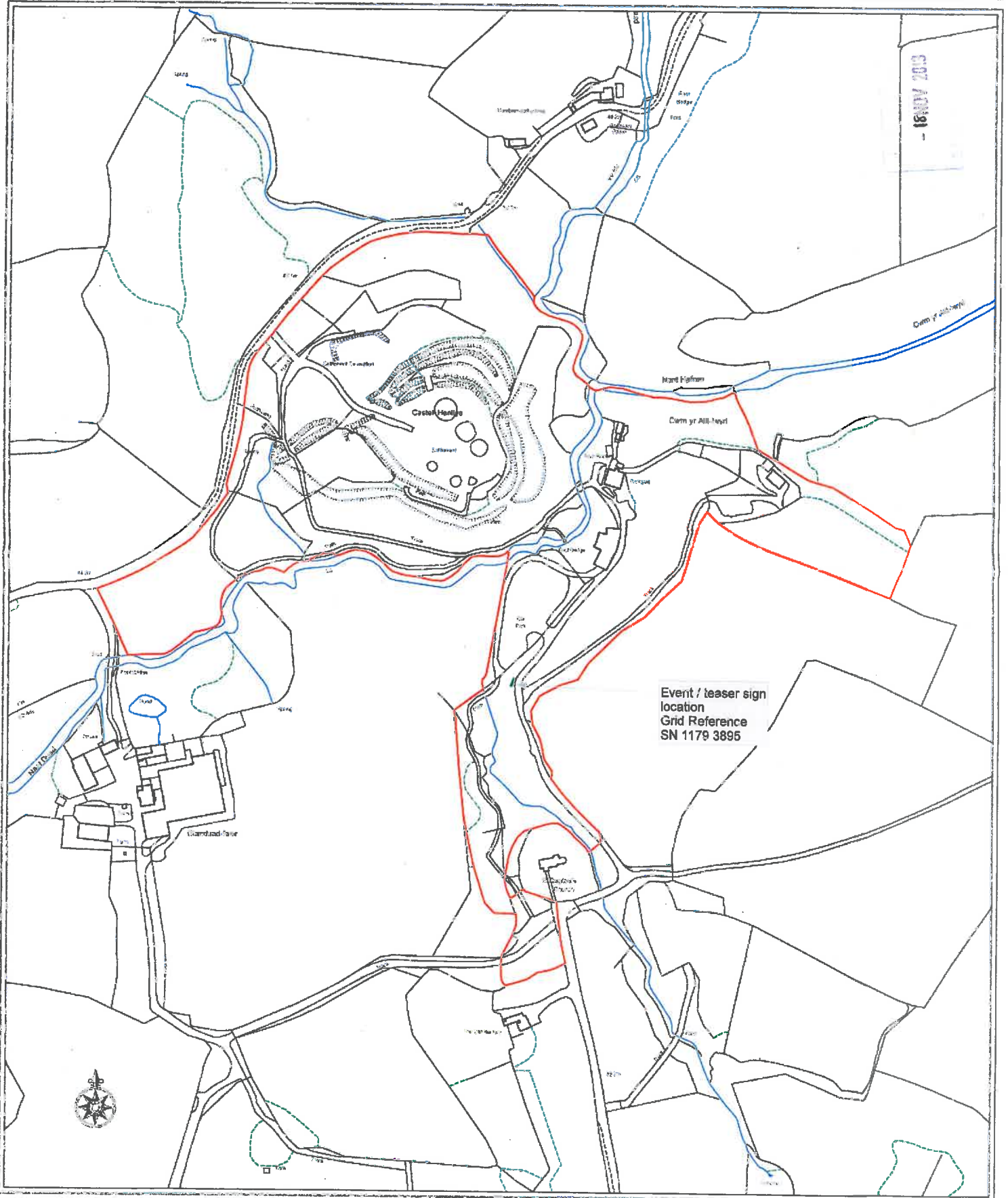
That the application be refused for the following reason

1. The proposed sign is considered to be unsympathetically sited within the landscape and introduces a use which is incompatible with its location and which fails to harmonise with the character of the landscape. The acceptance of this proposal will lead to a proliferation of individual signs along the main entrance in to Castell Henllys to the detriment of the visual appearance and character of the open countryside. As such the proposal is viewed as being an undesirable intrusion to the area and is therefore injurious to the special qualities and character of the National Park. As such, the proposed sign fails to comply with Local Development Plan Policy 1 (National Park Purposes and Duty), Policy 8 (Special Qualities), Policy 15 (Conservation of the National Park) and Policy 29 (Sustainable Design). The proposal also conflict with national guidance contained in Planning Policy Wales, Edition 5 (November 2012).

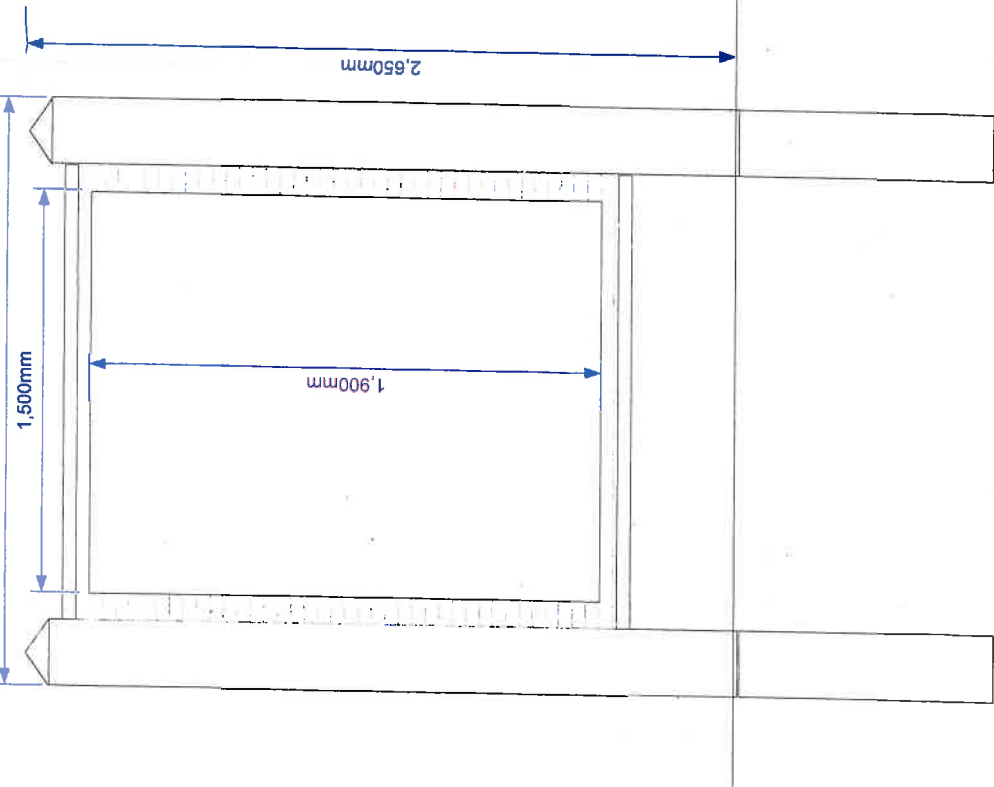
Castell Henllys - Origins



Scale 1:2500



Castell Henllys Teaser / Event sign



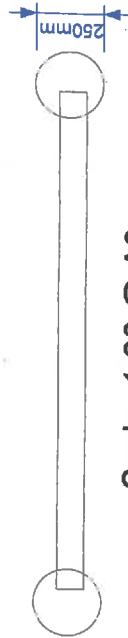
Green logged timber posts

Woven hazel wattle panel set in treated softwood timber frame

Main panel.
3mm white composite aluminium panel with a full colour, over laminated print applied to face. Fabricator to specify fixing detail.

Replaceable banner with current opening times.
3mm white composite aluminium panel with a full colour, over laminated print applied to face. Fabricator to specify fixing detail

Below-ground detail specified by fabricator



Scale: 1:20 @ A3

NP 13 5 43

Title Font: Clan Ultra Bold
Max height: 250mm
Colour: TBC

Photographic imagery TBC

Background colour: white

18 NOV 2013

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

