
Application Ref: NP/13/0545

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| Application Type | Advert |
| Grid Ref: | SN11773887 |
| Applicant | PCNPA |
| Agent | Mr P Songhurst, Imagine Makers Design & Consulting |
| Proposal | Install 1 x coach park sign at 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 The Town and Country Planning (Control of Advertisement) Regulations 1992 (as amended) for the display of advertisements. Advertisement consent is sought for a single coach park sign at Castell Henllys Iron Age Fort. The proposed sign will be secured on timber post supporting a wattle panel to be located within the area identified as the site's coach park on the entrance route in to the Castell Henllys site. The proposed sign will replace the existing yellow coach parking sign and will assist visitors arriving by coach.

The proposed sign is considered to be appropriately sited and of an acceptable scale, colour and design which is in harmony with the visual appearance and features of its setting. As such the proposal does not adversely affect the amenity of the immediate or distant landscape 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.

This 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

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

Public Response

The application was advertised by a site notice displayed on the telegraph pole adjacent to the site on the 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 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

PPW5 Chapter 04 - Planning for Sustainability

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 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
- 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 sign will replace the existing site's coach park sign and will be situated to the northern corner of the coach parking area inland from the main entrance road with trees and shrubbery immediately behind the application site. The grade II listed St Dogfael's church is situated to the northeast of the application site.

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
Recreation Character Areas

Current Proposal

This is an application made under The Town and Country Planning (Control of Advertisement) regulations 1992 (as amended) for the display of advertisements. Advertisement consent is sought for a single coach park sign at Castell Henllys Iron Age Fort, which will be secured on timber posts supporting a wattle panel to be located within the area identified as the site's coach park on the entrance route in to the Castell Henllys site. The proposed sign will measure 1.8 high by 1.3m wide and will be 550mm above ground level from the base of the sign. The sign will 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.

An associated application for full planning permission has been sought under reference NP/13/546

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.

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 within the area identified as the site’s coach park on the entrance route in to the Castell Henllys site. The proposed sign will replace the existing yellow coach park sign and will be position within the same location. Whilst the proposed sign is considered to be quite large, the proposal will be dwarfed by the surrounding trees and shrubbery and as such will not appear to be visually intrusive within the immediate or distant landscape. In addition the proposal will not detract from the character and appearance of the grade II listed St Dogfael’s church which is located to the northeast of the application site.

In view of the above, the proposed sign is considered to be appropriately sited and of an acceptable scale, colour and design which is in harmony with the visual appearance and features of its settings. As such the proposal will not adversely impact on the amenity of the immediate and distant landscape. Accordingly the proposal is considered to be compliant with Policies 8, 15 and 30 of the Local Development Plan and can be supported.

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 proposed sign will be situated inland from the main entrance road, to the northeast corner of the coach parking area. The sign is considered to be appropriately sited and of an acceptable scale, colour and design and will therefore not be distracting or confusing to road users or pedestrians.

Accordingly, it is considered that the advertisement will 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 visual appearance and features of its setting. As such the proposal does not adversely affect the amenity of the immediate or distant landscape or cause any harm to public safety. Accordingly, the advertisement is considered to be compliant with the relevant national and local policies.

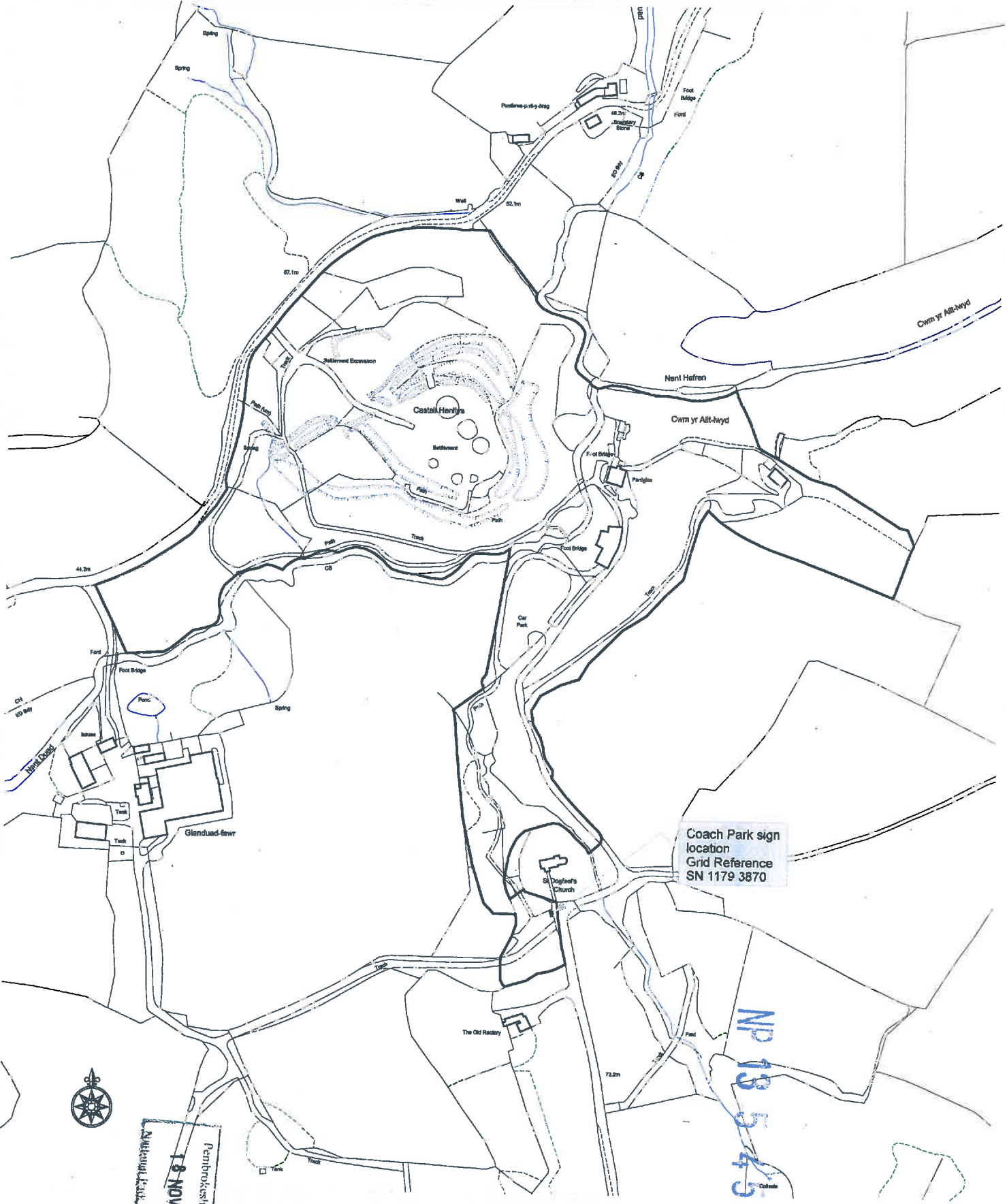
Recommendation

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.

Castell Henllys - Origins



Scale 1:2500



Fentibroskhirch
 18 NOV 2013
 Antiquary Field Archaeology

National Park Authority
 18 NOV 2013
 Production Control

NP 13 5 45

