

**Application Ref: NP/13/0549**

<b>Application Type</b>	Full
<b>Grid Ref:</b>	SN11773887
<b>Applicant</b>	PCNPA
<b>Agent</b>	Mr P Songhurst, Imagine Makers Design & Consulting
<b>Proposal</b>	To install car park orientation signage at Castell Henllys Iron Age Village. This is a single installation consisting of 3 signage panels
<b>Site Location</b>	Castell Henllys Iron Age Fort, Felindre Farchog, Crymych, Pembrokeshire, SA41 3UT
<b>Case Officer</b>	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 the erection of a single structure, comprising of timber posts supporting three wattle panels to which three printed composite aluminium signs will be secured. The proposal will be located adjacent to the footpath that leads from the car park to the visitor centre at the Castell Henllys site.

Whilst the timber structure is large in size, it is considered that the proposal is appropriately sited and of an acceptable design and material which is compatible with the visual appearance and features of its settings. The signage will also replace a number of separate signs at the site. As such, the proposal will not adversely affect the special qualities of the National Park or the amenity of the immediate neighbourhood. Accordingly, the proposal is considered to be compliant with the primary purposes of the National Park and subsequent policies 7, 8, 15, 29 and 30 of the Local Development Plan and national guidance contained in Planning Policy Wales edition 5 (November 2012). In view of the above, 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**

**PCNPA Access Officer:** No objection

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

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

**Public Response**

The application was advertised by a site notice displayed 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  
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. It 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 be situated along the northeast boundary of the existing car park, adjacent to the footpath that leads from the car park to the visitor centre. The application site is surrounded by a low boundary hedge bank and a woodland area comprising of trees and shrubbery. The proposal will replace four existing signs which are scattered along the footpath adjacent to 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

Rights of Way Inland – within 50m

---

## Recreation Character Areas

### Current Proposal

Planning permission is sought for the erection of a single structure comprising of timber posts supporting three wattle panels to which three printed composite aluminium signs will be secured. The timber posts will be green logged, with the internal two posts measuring 2.65m high with the outer two posts measuring 2.15m high. The woven hazel wattle panels will be set in treated softwood timber frame with the centre panel measuring 2.1m high by 1.5m wide and the outer two panels measuring 1.6m high by 1.7m wide which are orientated slightly inwards. The signs will be white composite, aluminium panel, full colour with laminated print applied to face. The sign in the centre will measure 1.8m high and 1.3m wide and will act as the main welcome sign. The two signs either side will measure 1.3m high and 1.5m wide. Each 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 200mm with colour and photographic 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 advertisement consent has been made under reference NP/13/550.

### Key Issues

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

#### *Principle of Development*

The application site is situated adjacent to the car parking area at Castell Henllys 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 three signs which are 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). Furthermore policy 29 of the LDP states that all proposals will be expected to demonstrate an integrated approach to design and construction.

Whilst the structure is considered to be quite large, the proposal will be dwarfed by the surrounding trees and shrubbery. As such the proposal is considered to be appropriately sited and will not appear to be visually intrusive within the immediate or distant landscape.

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. As such it is considered that that proposal complies with policy 29 of the Local Development Plan in relation to sustainable design.

It is considered that the proposal is appropriately sited and of an acceptable design and material which is sympathetic to the character and appearance of its setting. As such the proposal will not cause a significant visual intrusion within the immediate and distant landscape or adversely impact on the special qualities of the National Park. Accordingly, the proposal is considered to be compliant with Policy 8, 15 and 29 and can be supported.

#### *Neighbouring Amenity*

Policy 30 of Pembrokeshire Coast National Park Local Development is a criteria based policy which states that development will not be permitted 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. As such the proposal is considered to be compliant with policy 30 of the Local Development Plan.

#### **Conclusion**

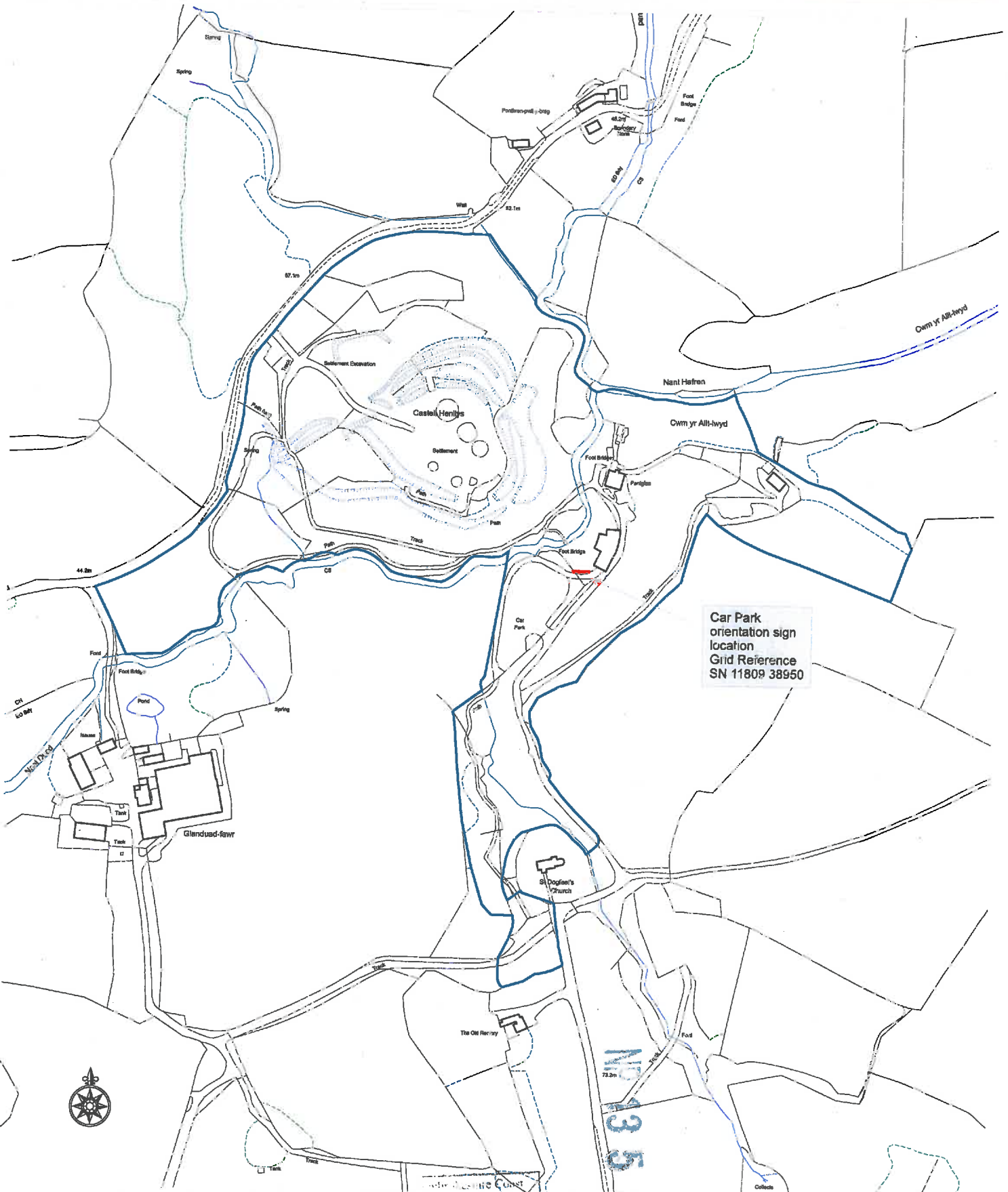
Whilst the timber structure is large in size, it is considered that the proposal is appropriately sited and of an acceptable design and material which is sympathetic to the visual appearance and features of its setting. As such, the proposal will not adversely affect the special qualities of the National Park or the amenity of the immediate neighbourhood. Accordingly, the proposal is considered to be compliant with the primary purposes of the National Park and subsequent local and national policies.

**Recommendation**

That the application be approved subject to the conditions relating to the standard time of 5 years, and that the development is to be undertaken strictly in accordance with the deposited plans.

# Castell Henllys - Origins

Scale 1:2500

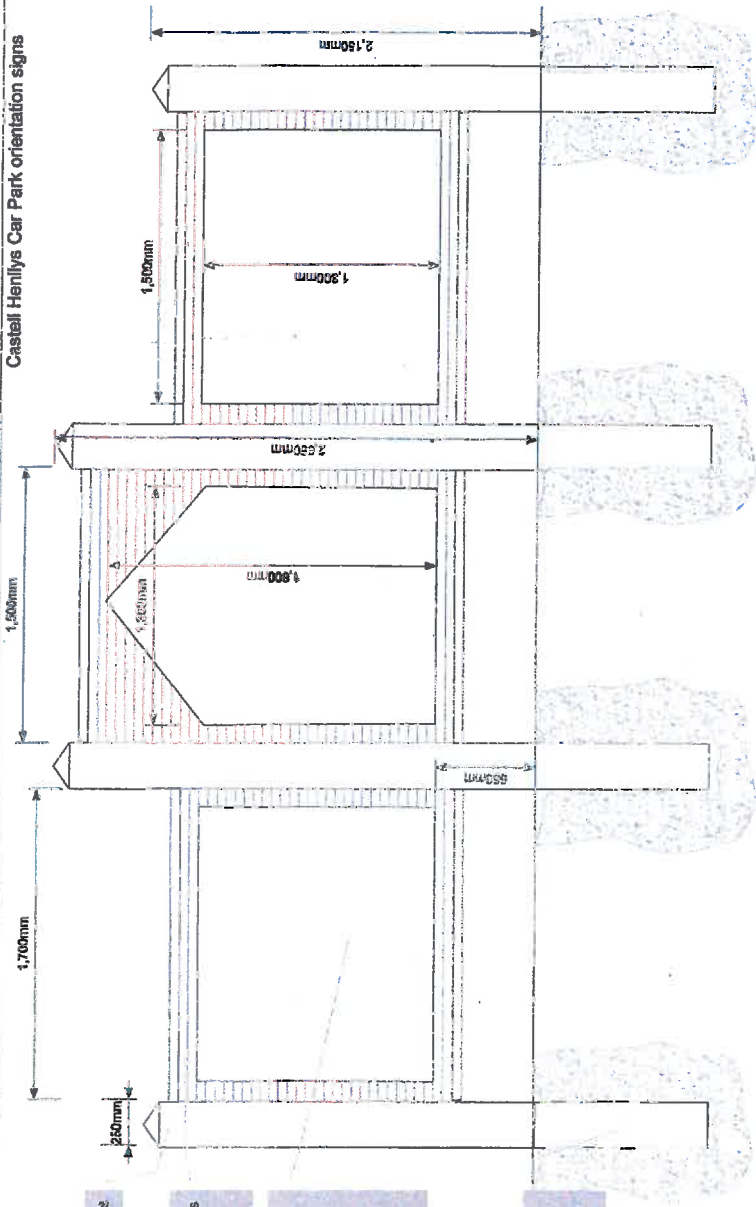


Car Park  
orientation sign  
location  
Grid Reference  
SN 11809 38950

SN 11809 38950

16 NOV 2013  
National Park Authority

Castell Henllys Car Park orientation signs



Green logged timber posts

Woven hazel wattle panels set in treated softwood timber frame

Main panels 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

Logos and Iconography Max size 450mm

Background colour white

Photographic imagery TBC

Scale: 1:20 @ A2

NP 13 5 49



Concept graphics only

Item 6x)  
 Title Font: Clean Ultra Bold  
 Max height: 200mm  
 Colour: TBC

Finalised Client  
 18 NOV 2013  
 Final pack assembly

Drawing Issue: For printing	Date: 18 September 2013
Drawn by: PDS	
Checked by: PDS	
Client: POWA	