

## Item 6 - Report on Planning Applications

**Application Ref: NP/13/0550**

<b>Application Type</b>	Advert
<b>Grid Ref:</b>	SN11773887
<b>Applicant</b>	Pembrokeshire Coast National Park
<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 The Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) for the display of advertisements. Advertisement consent is sought for car park orientation signage, which is a single installation consisting of 3 signage panels at Castell Henllys Iron Age Village. The three signs will be secured on a wattle panel supported by timber posts and will be located adjacent to the footpath that leads from the car park to the visitor centre.

Notwithstanding the fact that that the proposal comprises the addition of three large signs within the countryside, it is considered that the signs are appropriately sited, and of an acceptable scale, design and colour which is in harmony with the visual appearance and features of its settings. In view of the above, and taking into account that the proposal amalgamates existing signs, it is considered that the proposal will not adversely affect the amenity of the immediate and 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. 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

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

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### **Public Response**

The application was advertised by a site notice displayed 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 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 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  
SPG06 - Landscape  
TAN 07 - Outdoor Advertisement Control  
TAN 12 - Design

### **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:

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- 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 signs 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 along with a small woodland area. 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 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

### Constraints

NPA Property – within 25m

Rights of Way Inland – within 50m

Recreation Character Areas

### **Current Proposal**

This is an application made under The Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) for the display of advertisements. Advertisement consent is sought for car park orientation signage, which is a single installation consisting of 3 signage mounted on a timber structure. 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 1.7 m 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 full planning permission has been made under reference NP/13/549.

### **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"*

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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 adjacent to the footpath that leads from the car park to the visitor centre. Whereas the provision of three signs in the open countryside may appear to be visually intrusive the proposal amalgamates existing signage and as such is viewed as having a positive contribution on the visual appearance of the immediate landscape. In addition, whilst the proposed signs are 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 and distant landscape.

In view of the above, the proposed signs are 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 affect the visual 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 signs are situated adjacent to the footpath that leads from the car park to the visitor centre and as such will not be immediately visible from the main entrance route into Castell Henllys. The signs are considered to be appropriately sited, and of an acceptable scale, colour and design and will

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therefore not be distracting or confusing to road users or pedestrians. Accordingly, it is considered that the advertisements will not affect public safety and is therefore compliant with national guidance.

### **Conclusion**

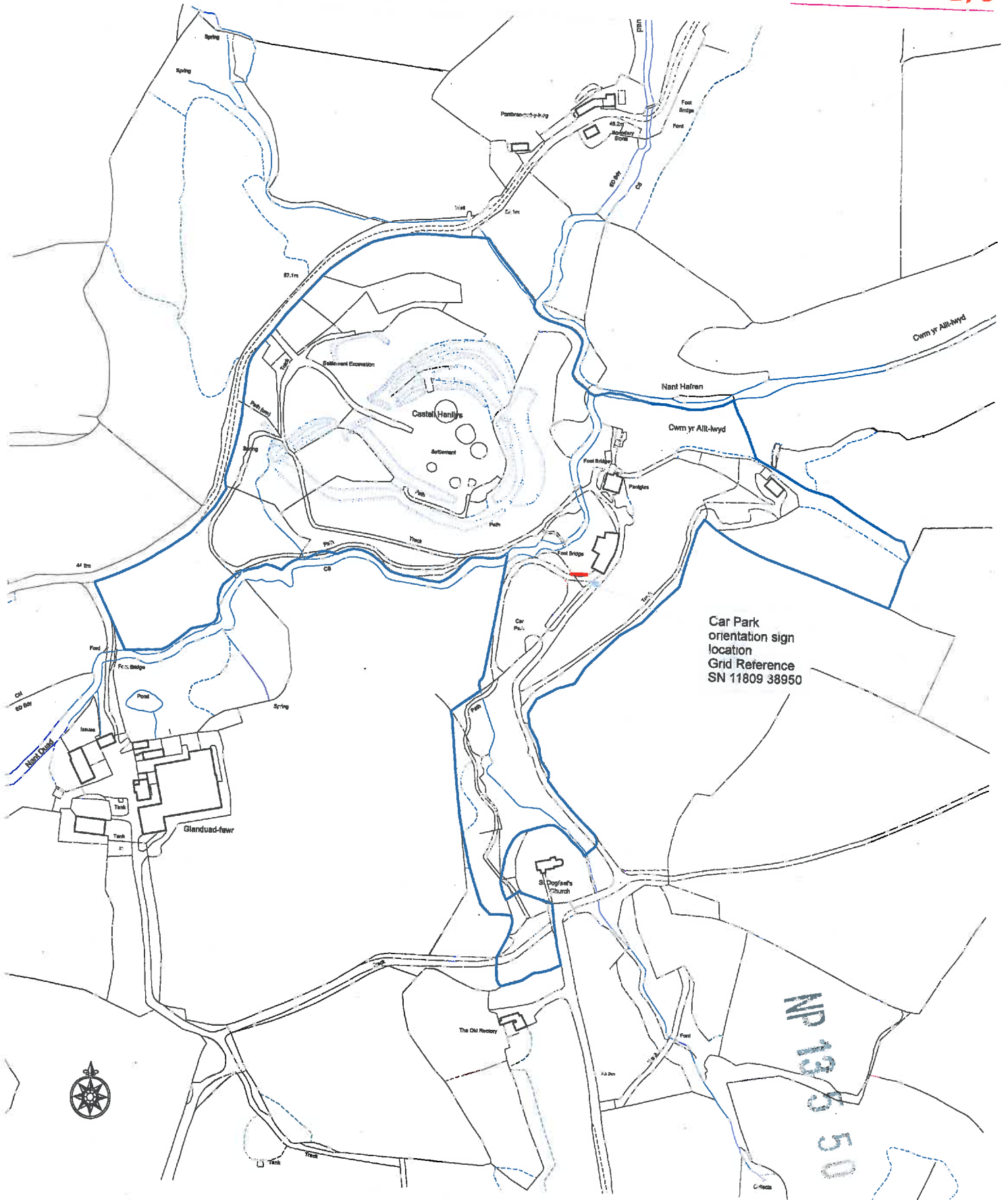
Notwithstanding the fact that the proposal comprises the addition of three large signs within the countryside, it is considered that the signs are appropriately sited, and of an acceptable scale, design and colour which is in harmony with the visual appearance and features of its settings. In view of the above, and taking into account that the proposal amalgamates existing signs, it is considered that the proposal will 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 local and national policies.

### **Recommendation**

That the application be approved subject to conditions 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.

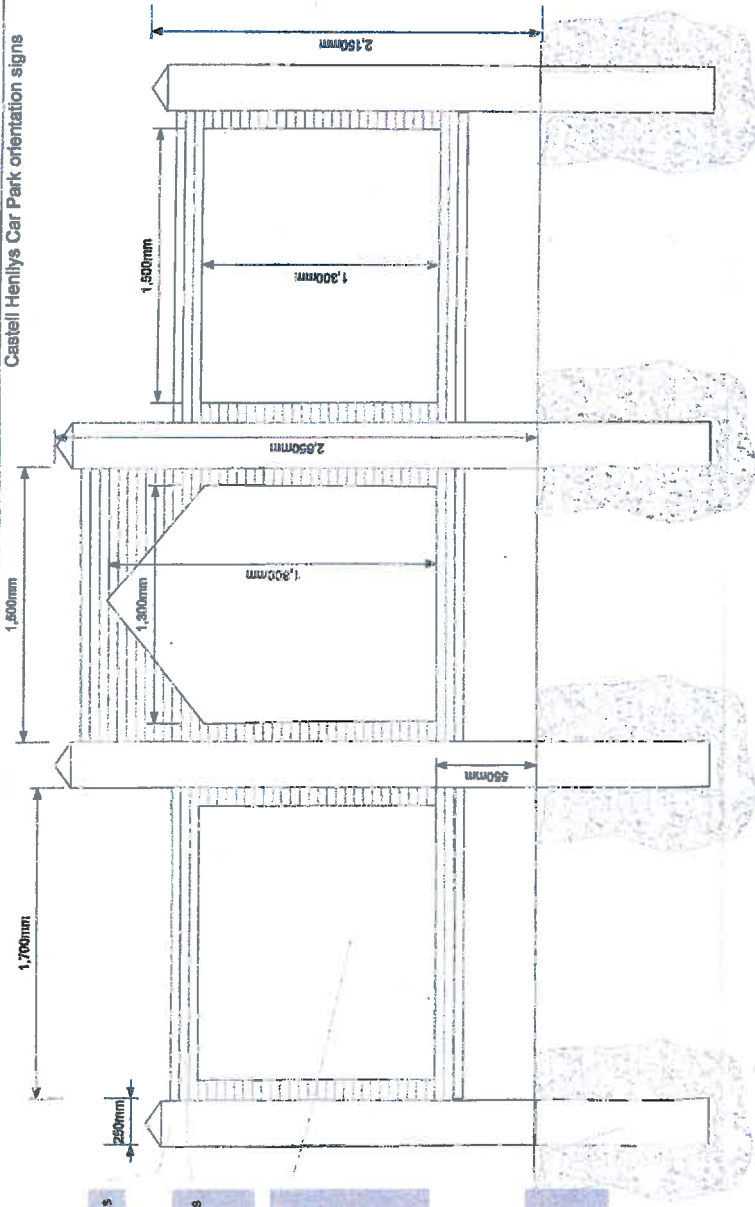
# Castell Henllys - Origins

Scale 1:2500

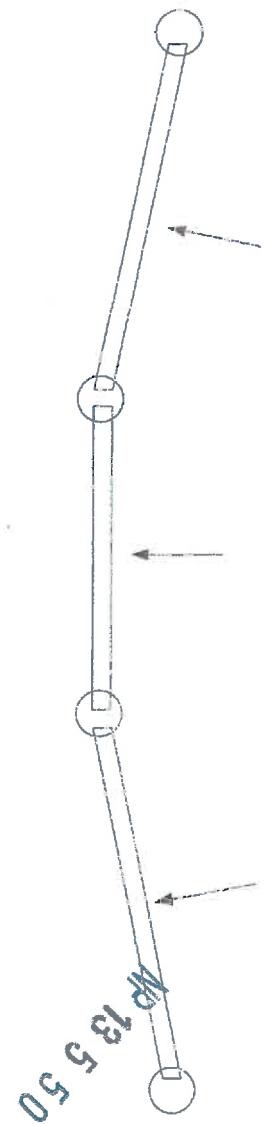


18 NOV 2013

Castell Henllys Car Park orientation signs



Scale: 1:20 @ A2



Logos and iconography  
Max size 450mm

Background colour: white

Photographic imagery TBC



Concept graphics only

Title Font: **Clan L'Ulre Bold**  
Max height: 200mm  
Colour: TBC



Drawing Issue	For Planning
Drawn by: PDS	Checked by: PDS
Client: PCHFA	
Date: 18 <sup>th</sup> September 2013	