

## Item 5 - Report on Planning Applications

**Application Ref: NP/16/0303/ADV**

|                      |   |                    |             |
|----------------------|---|--------------------|-------------|
| <b>Case Officer</b>  | Matt Dash   |                    |             |
| <b>Applicant</b>     | Ms D Flannery   |                    |             |
| <b>Agent</b>         |   |                    |             |
| <b>Proposal</b>      | 1 No. Fascia Sign (Retrospective)                                       |                    |             |
| <b>Site Location</b> | 3, Pharmacy Court, The Strand, Saundersfoot,<br>Pembrokeshire, SA69 9ES |                    |             |
| <b>Grid Ref</b>      | SN13710497  |                    |             |
| <b>Date Valid</b>    | 28-Jun-2016   | <b>Target Date</b> | 22-Aug-2016 |

**Summary**

This application seeks retrospective advertisement consent for a single, non-illuminated Fascia Sign, at 3 Pharmacy Court, located towards the northern end of The Strand in Saundersfoot. The sign is located above the shopfront facing the highway, which has been altered and is the subject of a separate application Ref: NP/16/0302 for the change of use from hot and cold sandwich shop to café bar and alterations to the shopfront. The site is within the Saundersfoot Conservation Area, and consists of a 1970s development with retail/commercial units on the ground floor with 2 floors of flats above. The sign is approximately the same size, and in the same position as the one it replaces, and consists of a black background with red text. The PCNPA Building Conservation Officer was consulted and responded stating that the signage was acceptable, being broadly compliant with the PCNPA SPG on shopfronts. The proposal will not have an adverse impact upon the character of the conservation area, visual amenities or highway safety and is therefore acceptable and complies with the relevant policies of the LDP and supporting SPG on shopfront design, and as such is recommended for approval.

This application has been referred to Development Management Committee due to an objection received with reasons from Saundersfoot Community Council.

**Consultee Response**

**Saundersfoot Community Council:** Objecting

**PCNPA - Buildings Conservation Officer:** No adverse comments

**Public Response**

The application was advertised by site notice displayed at the site on 8th July 2016. A single response has been received which states that with regards the illuminated sign, they were under the impression that this was not acceptable within the National Park. Their other comments relate to the retrospective application regarding the works to the shopfront under reference NP/16/0302.

The proposal which is the subject of this application clearly states within the application forms that the sign is non-illuminated, and therefore that is what has been considered and the recommendation has been based upon.

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### **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>

Circular 61/96 - Conservation Areas  
 LDP Policy 01 - National Park Purposes and Duty  
 LDP Policy 04 - Saundersfoot Local Centre  
 LDP Policy 08 - Special Qualities  
 LDP Policy 09 - Light Pollution  
 LDP Policy 15 - Conservation of the Pembrokeshire Coast National Park  
 LDP Policy 18 - Porthgain, Saundersfoot and Tenby Harbours  
 LDP Policy 29 - Sustainable Design  
 LDP Policy 30 - Amenity  
 LDP Policy 35 - Visitor Economy  
 LDP Policy 49 - Retail in the National Park  
 LDP Policy 50 - Town and District Shopping Centres  
 LDP Policy 53 - Impacts on traffic  
 PPW8 Chapter 04 - Planning for Sustainability  
 PPW8 Chapter 06 - Conserving the Historic Environment  
 PPW8 Chapter 07 - Economic Development  
 PPW8 Chapter 08 - Transport  
 PPW8 Chapter 10 - Planning for Retailing and Town Centres  
 SPG05 - Sustainable Design  
 SPG17 - Conservation Area Proposals  
 SPG18 - Shopfront Design  
 TAN 04 - Retailing and Town Centres  
 TAN 07 - Outdoor Advertisement Control  
 TAN 12 - Design

### **Constraints**

Special Area of Conservation - within 500m  
 Special Protection Area - within 500m  
 LDP Designation  
 Rights of Way Inland - within 50m  
 ROW Coast Path - within 10m  
 Potential for surface water flooding  
 LDP Centre:60pc aff housing;30 units/ha  
 Recreation Character Areas  
 Surface Coal  
 High Coal Risk

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## **Officer's Appraisal**

### **Site and Context**

This application relates to part of the 3 storey 1970s development known as 3 Pharmacy Court, at the northern end of The Strand, within the Saundersfoot Conservation Area. The Strand is the Village's main shopping street, consisting largely of 2 and 3 storey buildings with flats above retail units on the ground floor. There are several historic characterful buildings across the road and further to the south towards the village centre and marina. Pharmacy Court however, consists of a brick built building very much of its era in terms of design, with several different retail units on the ground floor, one of which is No. 3 (the subject of this application). Beyond the principal elevation, there is a wide pavement, with a first floor balcony over-hanging. The previous shopfront, consisting of 2 large timber framed windows with a dwarf wall, has been replaced with a fully glazed sliding door with UPVC frame, and is the subject of another retrospective application, ref: NP/16/0302.

### **Relevant Planning History**

No relevant planning history

### **Description of Proposal**

This is an application made under the Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) for the retrospective replacement of the signage above the shopfront on the principal elevation of the property known as 3 Pharmacy Court, The Strand. The sign is non-illuminated and of a similar size to that which it replaces, measuring 0.6m in height, 2.43m in length and 1cm in depth. It is made from plastic, with a black background and red text, the largest letters of which measure 20cm in height.

### **Key Issues**

- The impact upon Amenity
- The impact upon public safety

### **Impact Upon 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:-

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*"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. Policy 50 encourages development which contributes to the character and appearance of the district shopping centre of Saundersfoot through appropriate design (criterion 'd'). Additionally, SPG 18 provides guidance on Shop Front Design.

The proposed sign is acceptable, as stated by the PCNPA Building Conservation Officer, being non-illuminated in accordance with PCNPA Guidance for shopfront design within the Saundersfoot Conservation Area, and is of a similar size to that which it replaces. There will not therefore be an adverse impact upon the special qualities of the National Park, the character of the Conservation Area or the building itself.

### The Impact Upon 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 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 proposal replaces a former sign, and is a non-projecting, non-illuminated fascia sign and will not therefore be a distraction or danger to members of the public and is therefore considered acceptable in terms of public safety.

### **Conclusion**

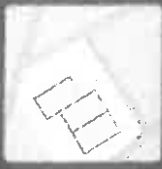
The proposed fascia sign is considered to be acceptable as it does not have an adverse impact upon the amenity of the conservation area and is acceptable in terms of public safety.

### Recommendation

**APPROVE, subject to the following conditions:**

**Conditions/Reasons**

1. Consent is granted for a period of five years beginning with the date of this consent.
2. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
4. Where an advertisement is required under these regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.
5. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
6. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

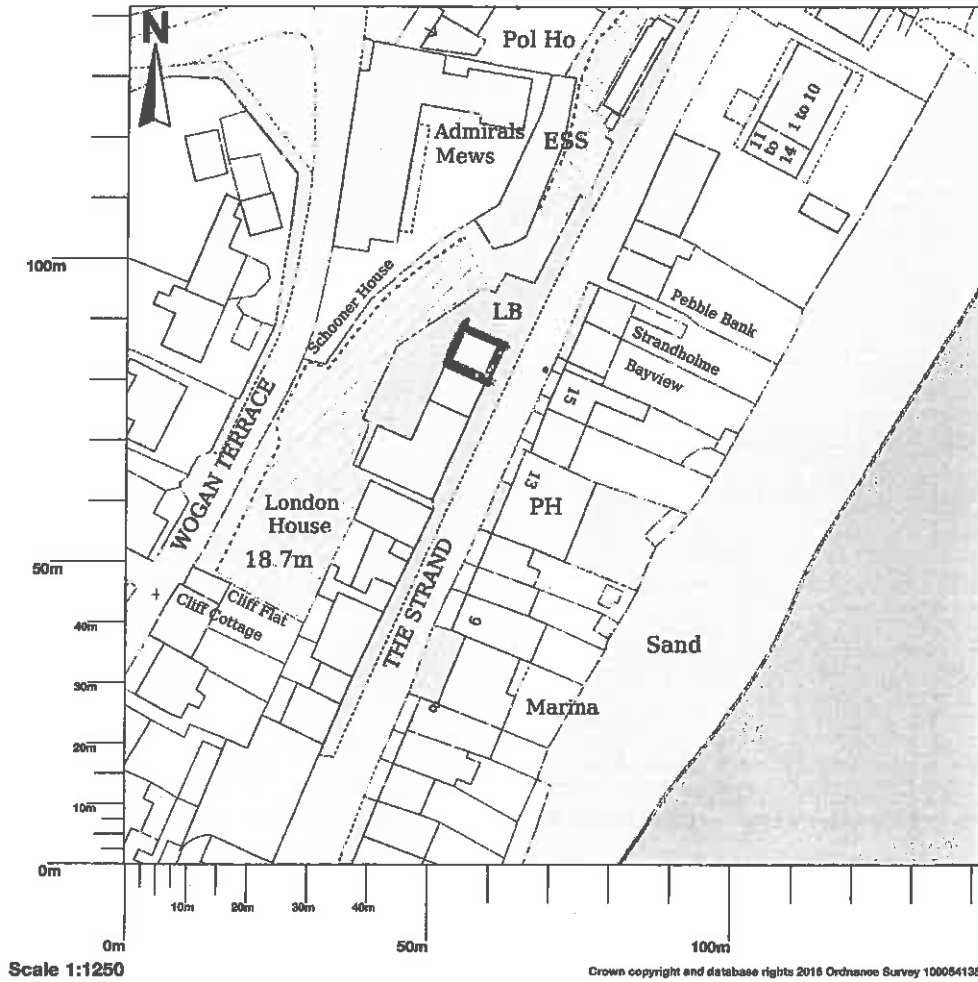


27 JUN 2016

# The Strand

# NP 16 3 03

National Park Authority



Key  
 The Strand  
 Rock Cafe  
 Bar

Map shows area bounded by: 213660.3,204893.3,213801.7,205034.7 (at a scale of 1:1250) The representation of a road, track or path is no evidence of a right of way. The representation of features as lines is no evidence of a property boundary.

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# PLAN FOR STRAND ROCK CAFE

## N 16 3 03

### KEY:-

1m = 0.5 INCH

ME = MAIN ENTRANCE

□ = FRENCH DOORS

▬ = SLIDING DOORS

▨ = GRIDDLE

☐ = TOILET

○ = WASH HAND BASIN

◻ = KITCHEN SINK

UNC = UNISEX TOILETS

BH = BAR HATCH

KA = KITCHEN ARCHWAY

FE1 = FIRE EXTINGUISHER

FE2 = FIRE BLANKET

◻ = DOOR

▨ = EXTERNAL CONSUMPTION AREA

↑ = BIN

Pemrosakan Coast National Park Authority  
 - 1 JUN 2016  
 Awdurdod Parc Cenedlaethol Arfordir Penrhyn

