

Application Ref: NP/18/0327/ADV

Case Officer Sally Tyler
Applicant Ms G Young, Parking Eye Ltd
Agent
Proposal Erection of Car Park Management Signage
Site Location Grove Hotel, 51, High Street, St Davids, Haverfordwest,
Pembrokeshire, SA62 6SB
Grid Ref SM75672528
Date Valid 01-Jun-2018 **Target Date** 06-Dec-2018

This application has been referred to Planning Committee for decision as support has been received from St. David's City Council, which is contrary to the Planning Officer's recommendation for refusal.

Consultee Response

St Davids City Council: Supporting

PCC - Transportation & Environment: No objection

PCNPA Planning Ecologist: No adverse comments

PCNPA Buildings Conservation Officer: Recommend Refusal

Public Response

A site notice and neighbour notification letters were posted in accordance with requirements of the Town and Country Planning (Development Management Procedure) (Wales) Order 2012. No public response has been received.

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 05 - St Davids Local Centre

LDP Policy 08 - Special Qualities

LDP Policy 13 - Historic Landscapes Parks and Gardens

LDP Policy 14 - Protection of Buildings of Local Importance

LDP Policy 15 - Conservation of the Pembrokeshire Coast National Park

LDP Policy 29 - Sustainable Design

LDP Policy 30 - Amenity

LDP Policy 53 - Impacts on traffic

PPW9 Chapter 03 - Making and Enforcing Planning Decisions

PPW9 Chapter 06 - Conserving the Historic Environment

Pembrokeshire Coast National Park Authority

Development Management Committee – 5th December 2018

SPG06 - Landscape
SPG12 - Parking
SPG17 - Conservation Area Proposals
TAN 07 - Outdoor Advertisement Control
TAN 12 - Design
TAN 24 - The Historic Environment

Constraints

NPA Property - within 25m
LDP Designation
Biodiversity Issue
Historic Landscape
Safeguarding Zone
Hazardous Zones
LDP Centre:50pc aff housing;30 units/ha
Recreation Character Areas
Article_4_Directions
Landscape Character Assessment
Listed Building - Within 10m

Officer's Appraisal

House and Garden

Grove Hotel is a characterful, grade II listed, detached, former gentleman's villa. First listed in 1981, the hotel is situated within the settlement boundary of St David's, in a prominent position at the eastern edge of the conservation area. The property is set in extensive grounds, with a walled garden which is listed grade II in its own right. As a whole, the estate was designed to be seen, as a statement of status. It forms a key edge-of-town property, creating a prominent focal point at the entrance to the conservation area when approached from the east.

The house is a good example of a late Georgian suburban villa built c 1816 for a local magistrate, apparently with stone stolen from the Cathedral Close. In c 1870 the property was converted to the town's premier hotel, a terminus for coaches from Haverfordwest.

The property is of two storey, constructed of rubble stone with heavy Caerbwdy stone quoins under a hipped slate eaves roof, with painted timber detailing. The frontage has 3 bays, and was formerly rendered and whitewashed, featuring painted sashes and decorative central doorcase. Other elevations are stucco, painted white, with rear wings added at later dates and other modern additions, such as double gabled sunroom to the eastern elevation. A modern boundary wall has been added in the position of the historic boundary treatment, to separate the carpark from the highway, and the forecourt of the hotel opened up to allow use as a terrace. The former lawn has been converted into the carpark.

The walled garden to the north of the hotel is of the same date as the house and has retained its original rubble stone walls.

Conservation Area

The St David's conservation area has been designated due to its importance as **an area of historic, architectural, archaeological, cultural, aesthetic and natural significance**. The 'City' streetscape (conservation area 'City' zone identified in St Davids Conservation Area Supplementary Planning Guidance 2011) has a strong palette of materials and forms, well preserved, with a unique vernacular character, incorporating "icon" buildings of outstanding significance (the Grove Hotel of which is one). The conservation area is **subject to an Article 4 Direction**, and is included in CADW's Register of Landscapes of Outstanding Historic Interest in Wales, which reflects the importance of permitting only sensitive, well-considered development which **protects and enhances the character of the area**.

Both the hotel and the walled garden form prominent features at the gateway to the conservation area, juxtaposed with the well-considered, sensitively designed, contemporary Oriel-y-Parc building to the other side of the highway.

The belt of sycamores along the eastern boundary of the site have been identified as a feature of importance to the setting of the conservation area.

Planning history

NP/18/0328/LBA Installation of external cabinet in conjunction with proposed car park management 01-Jun-2018 withdrawn

NP/18/0235/LBA Erection of children's play area within amenity grounds of hotel 19-Apr-2018 withdrawn

NP/18/0234/FUL Erection of children's play area within amenity grounds of hotel 19-Apr-2018 withdrawn

NP/17/0289/TCA Works to trees as per submitted plan and Tree Survey 17-May-2017 approved

NP/16/0004/TCA Removal of Holm Oak Tree in Grounds of The Grove Hotel 04-Jan-2016 approved

NP/11/533/CAC Demolition of existing outbuildings & erection of two storey hotel accommodation 22-Dec-2011 withdrawn

NP/11/532/FUL Demolition of existing outbuildings & erection of two storey hotel accommodation 22-Dec-2011 withdrawn

Current Proposal

The application seeks advertisement consent for erection of 6 no. individual parking terms and conditions signs to the perimeter of the carpark at the Grove Hotel. 3 no. signs will be affixed to internal face of external boundary wall of the car park, 2 no. to the face of the fence to the rear of the plot (abutting the wall of the grade II listed walled garden), and 1 no. larger entrance sign on the existing wooden signage post at the entrance to the premises. Each sign will measure 0.6m x 0.8m, with the main entrance sign of a larger dimension (dimensions to be specified by applicant). The signage will be of a standardised design, and will not be illuminated.

Much negotiation has taken place between applicant and case officer as to the number and position of the proposed signage, which has been reduced from 9 no. pole mounted signs to the current proposal.

Key Issues

In accordance with Planning Policy Wales (2015) section 3.5 and TAN 7: Outdoor Advertisement Control, the main issues to consider in this application are:

- The impact the proposals will have on amenity (i.e. appearance of the building or immediate area taking into account local characteristics including scenic, historic, architectural or cultural features).
- The impact the proposals will have on public safety (are the proposals likely to be so distracting or confusing that it creates a hazard to, or endangers, people in the vicinity).

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.

Historic Environment: The site lies within both the settlement boundary and conservation area of St. Davids as defined within the Local Development Plan (LDP) 2010. The site is set within the curtilage of both a grade II listed building and a grade II listed walled garden. It is also at a prominent location at the gateway to the St. David's Conservation Area, when approached from the east.

In consultation with the Authority's Conservation Office, objection has been raised to the scheme on the following grounds:

'[the signage] will be prominently visible, reading against both listed hotel and walled garden due to their scale, number and conventional design. I would consider this to have high impact...on the setting of the listed buildings [and which] will not preserve the character and appearance of the conservation area...I would recommend refusal''.

The St. David's Conservation Area Supplementary Planning Guidance, adopted by the Authority in 2011 has identified that 'street furniture and lighting of standard utilitarian type' has been inappropriately erected within the conservation area in the past, and henceforth that 'new appropriately designed traditional signage [et. al.]...should be introduced to streets'. It is considered that the proposed signage would be of a similar nature to other insensitive installations that have taken place elsewhere in the conservation area in the past, and alternative more sensitively designed solutions may be found which can bring a positive contribution to the streetscape and surrounding area.

The introduction of signage of standardised, utilitarian design in this location is considered by officers to be visually intrusive and does not provide a positive contribution to the visual appearance or setting of 2 no. listed assets or the gateway to the conservation area.

Traffic Management: The Authority's adopted Supplementary Planning Guidance (SPG) on the St. David's Conservation Area (2011) has highlighted that 'Traffic Management systems are currently insufficient in St. Davids, and ways to implement more successful enforcement of parking should be found'. However, officers consider that a more sensitive design for successful traffic enforcement can be found for the site.

In view of the above, the proposed signage is not considered to be of an acceptable design, and is not sensitive to the character of the listed assets, conservation area or wider protected landscape of the National Park. It is not an acceptable solution to addressing the traffic management issues identified within the conservation area. As such, the proposal will adversely affect the visual amenity of the immediate and distant landscape and the setting of the listed assets and conservation area. Accordingly, the proposal is not considered to be compliant with Policies 8, 15 and 30 of the Local Development Plan or Character Assessment Supplementary Planning Guidance (2011), St. David's Conservation Area Supplementary Planning Guidance (2011) or Technical Advice Note 24: The Historic Environment (2017).

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”

In consultation with Highways at Pembrokeshire county Council, no objection has been raised with the proposed signage. There is no objection to the scheme on the grounds of public safety.

Conclusion

The proposed signage is considered to be of an inappropriate design in terms of visual amenity within the setting of 2 no. listed assets and in a prominent location at the gateway to the conservation area. The scheme neither preserves nor enhances the character and appearance of the conservation area, or the setting of the 2 no. listed assets. The proposal is not considered to be compliant with Policies 8, 15 or 30 of the Local Development Plan, Character Assessment Supplementary Planning Guidance (2011), St. David’s Conservation Area Supplementary Planning Guidance (2011) or Technical Advice Note 24: The Historic Environment (2017). Therefore, recommendation is made for refusal.

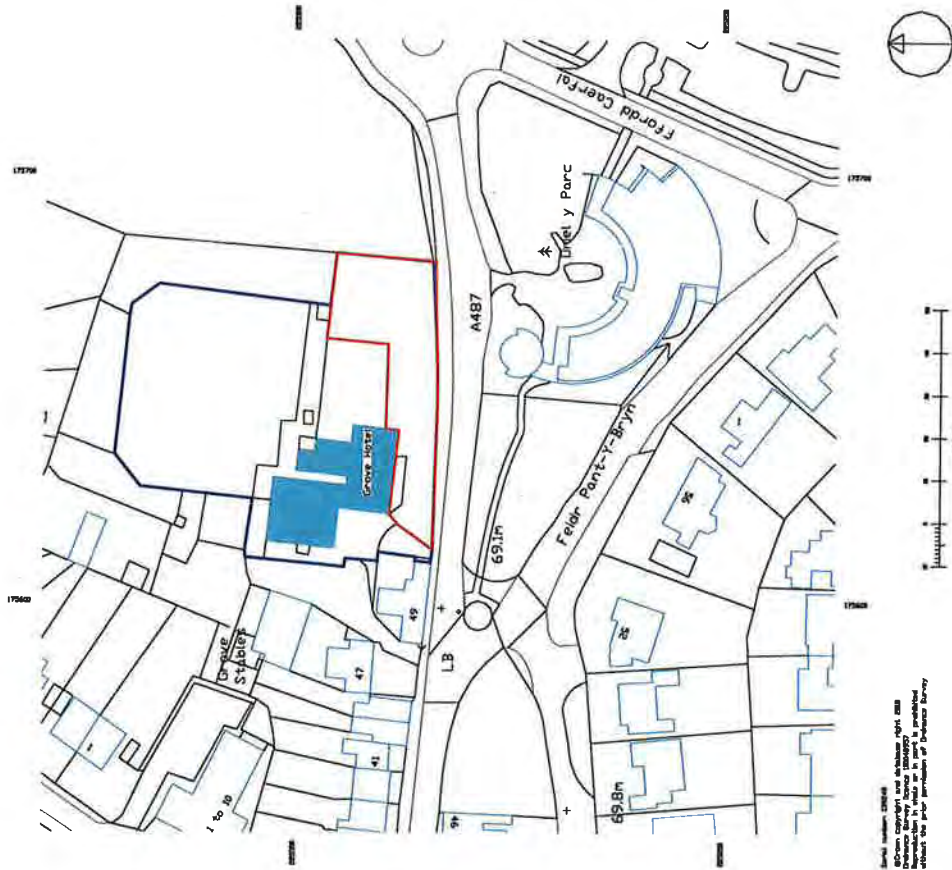
Recommendation

Refuse, for the following reason:

1. The parking signage, by reason of the number, standardized, utilitarian design, and prominent siting in proximity to Grove Hotel and Walled Garden, which are a grade II listed structures, neither preserves nor enhances the character and appearance of the setting of the St Davids Conservation Area, or the setting of the grade II listed assets. Therefore the proposed development is considered to be contrary to Character Assessment Supplementary Planning Guidance (2011), St. David’s Conservation Area Supplementary Planning Guidance (2011), Technical Advice Note 24: The Historic Environment (2017), and policies 8, 15, 29 and 30 of the Pembrokeshire Coast National Park adopted Local Development Plan, in that it is insensitively and unsympathetically designed and sited within the landscape, thereby having an adverse impact on amenity.



Druidance Surveys
Ukmapcentre.com



Scale 1:1250
© Crown Copyright and Ordnance Survey 2018
All rights reserved. No part of this publication may be reproduced without the prior permission of Ordnance Survey.

Notes:

1. Contractors to check dimensions and notify any discrepancies or errors to the company immediately.
2. Work to figured dimensions only and to be checked before commencement of work on site.
3. Do not scale off this drawing.
4. All dimensions in millimeters unless otherwise stated.

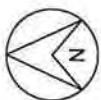
Legend:

- Location Plan
- Site Plan

NIP 18 3 27

Pembrokeshire Coast
National Park Authority
- 1 JUN 2018
Awdurdod Parc Cenedlaethol
Arfordir Penfro

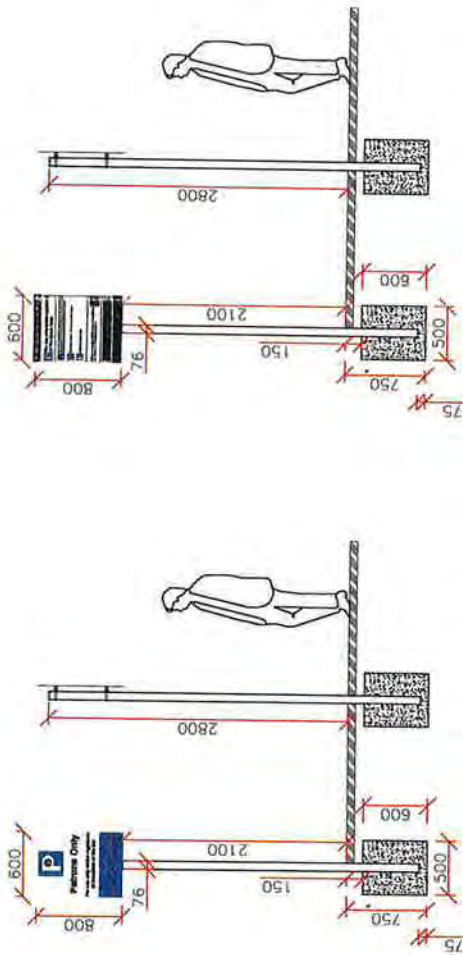
Rev	Purpose Of Issue	Des	App	Date
	ParkingEye car park solutions			
	Office Contact: 40 Eaton Avenue, Matrix Park Buckshaw Village, Chorley, Lancashire, PR7 7NA			
	Tel: 01772 450 970 Fax: 01772 450 979 Email: ops.civils@parkingeye.co.uk			
	Client: ParkingEye Ltd			
	Project: The Grove Hotel			
	Title: Location Plan			
	Purpose: Information	Drawn: S. Long	Date: 30/05/2018	
	Status: Planning	Checked:	Date:	
	Scale @ A3: 1:1250	Approved: S. Long	Date: 30/05/2018	
Drwg. No:	C-22084-001			Rev: A



Notes:

1. Contractors to check dimensions and notify any discrepancies or errors to the company immediately.
2. Work to figured dimensions only and to be checked before commencement of work on site.
3. Do not scale off this drawing.
4. All dimensions in millimeters unless otherwise stated.

Legend:



NP 18 3 27

Pembrokeshire Coast
National Park Authority
Awdurdod Parc Cenedlaethol
Arfordir Penfro
-1 JUN 2018

Rev | Purpose of issue | Dm | Cdr | App | Date



Office Contact:
40, Eaton Avenue, Matrix Park
Bucksnow Village, Chorley,
Lancashire, PR7 7NA
Tel: 01772 450 970
Fax: 01772 450 979
Email: ops.civils@parkingeye.co.uk

Client: ParkingEye Ltd

Project: The Grove Hotel

Title: Signage Details

Purpose: Information	Drawn: S. Jang	Date: 30/05/2018
Status: Planning	Checked:	Date:
Scale @ A3: 1:50	Approved: S. Jang	Date: 30/05/2018

Drw. No: C-22084-004 Rev: A