

**Application Ref: NP/19/0031/ADV**

**Case Officer** Nicola Gandy  
**Applicant Agent** Mr T Jones, South Warden Manager  
**Proposal** 2 x Temporary Information Signs  
**Site Location** Land at Upper Burrows, Freshwater East, Pembroke, Pembrokeshire  
**Grid Ref** SS01979833  
**Date Valid** 24-Jan-2019      **Target Date** 20-Mar-2019

The application is referred to the Development Management Committee for determination as the applicant is the National Park Authority.

**Consultee Response**

**PCNPA Tree and Landscape Officer:** No adverse comments.  
**Lamphey Community Council:** Approve

**Public Response**

The application was appropriately advertised in accordance with statutory requirements. The consultation period had not expired at the time of writing this report and No third party comments were 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 07 - Countryside  
LDP Policy 08 - Special Qualities  
LDP Policy 15 - Conservation of the Pembrokeshire Coast National Park  
LDP Policy 30 - Amenity  
LDP Policy 53 - Impacts on traffic  
PPW10

**Constraints**

Local Nature Reserve - within 25m  
NPA Property - within 25m  
Biodiversity Issue  
Recreation Character Areas  
Affordable Housing Submarkets

Pembrokeshire Coast National Park Authority  
Development Management Committee – 6<sup>th</sup> March 2019

## Seascape Character Areas

### **Officer's Appraisal**

#### **Site and Development Description**

The application seeks advertisement consent for the erection of two free standing temporary information signs. The advertisement will measure 1200mm in height and 800mm in width and will be placed on 1000mm high wooden posts, resulting in a total height of 2200mm.

The advertisement will be bilingual and will highlight the criminal act that took place at the application site where several trees protected by an order were cut down without any consent. The advertisement will also provide details of the reward for information and contact details for the National Park.

The signs are proposed for a temporary period between 1<sup>st</sup> April - 31<sup>st</sup> October 2019.

The proposed signs will be located in the Upper Burrows area of Freshwater East. The application site is a wooded area covered by a Tree Preservation Order, however as stated above a number of these trees were illegally cut down in 2017. The application site is on land owner by the National Park Authority.

#### **Planning history**

EC/17/0149 - Unauthorised removal of trees – Unresolved

In November 2017 it was brought to the attention of the National Park Authority that a substantial amount of trees in Freshwater East had been felled without consent. The trees were located on land owned by the Authority and an adjoining land owner.

The felled trees were covered by a Tree Preservation Order (TPO) and were part of a local nature reserve. The felling of trees without the landowners consent and with no TPO consent is a criminal offence.

A police investigation was undertaken, however no progress has been made to apprehend the perpetrator. The Authority has offered a £1000 reward for information leading to a conviction.

#### **Key Issues**

In determining applications for advertisement consent, the local planning authority is only able to consider the issues of amenity - the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they think fit, any advertisement being displayed there; and public safety - the safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome, and whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air.

The application, therefore, raises the following planning matters:-

- Amenity
- Public Safety

#### *Amenity.*

Policy 8 of the Pembrokeshire Coast National Park Local Development Plan (LDP) is a strategic policy which refers to the special qualities of the National Park and lists priorities to ensure that these special qualities will be protected and enhanced. Policy 15 of the LDP seeks the conservation of the Pembrokeshire Coast National Park with criteria 'a' and 'b' resisting development that would cause significant visual intrusion and/or, that would be insensitively and unsympathetically sited within the landscape. Criteria 'd' and 'e' resists development that would fail to harmonise with, or enhance the landform and landscape character of the National Park, and/or fail to incorporate important traditional features.

The sites for the proposed signs are within a wooded area, which has recently been significantly damaged due to the illegal felling of a substantial amount of protected trees. Whilst it would not always be appropriate for signs to be located in countryside locations such as this, in this instance given that these signs are only proposed for a temporary period between April and October 2019 and the impact on amenity will be limited and will be easily reversed once the signs are removed from site.

In respect of the amenity of nearby properties, the signs will be located a significant distance from the properties so as not to cause an adverse amenity issues in terms of overshadowing or dominance. In respect of impact upon views from nearby properties, the loss of view is not a material consideration.

Whilst it is acknowledged that the positioning of the signs will have a limited impact on amenity of the area, as that will be limited, the signs will be in place for a temporary period only and the impact is entirely reversible the proposal is considered to be acceptable in terms of amenity.

#### *Public Safety.*

For the purposes of determining an advertisement application, this concerns the safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome, and whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air. There are no highways within immediate proximity to the proposed temporary sign, as such, the proposal does not give rise to any concerns in respect of public safety.

#### **Conclusion**

Having regard to the Local Development Plan and all other material considerations the proposed temporary signage would not be considered to cause harm to issues of Pembrokeshire Coast National Park Authority  
Development Management Committee – 6<sup>th</sup> March 2019

amenity or public safety and may assist the Authority in successfully convicting those responsible for the illegal damage caused to the protected trees, to the detriment of the public amenity of the area and the special qualities of the National Park.

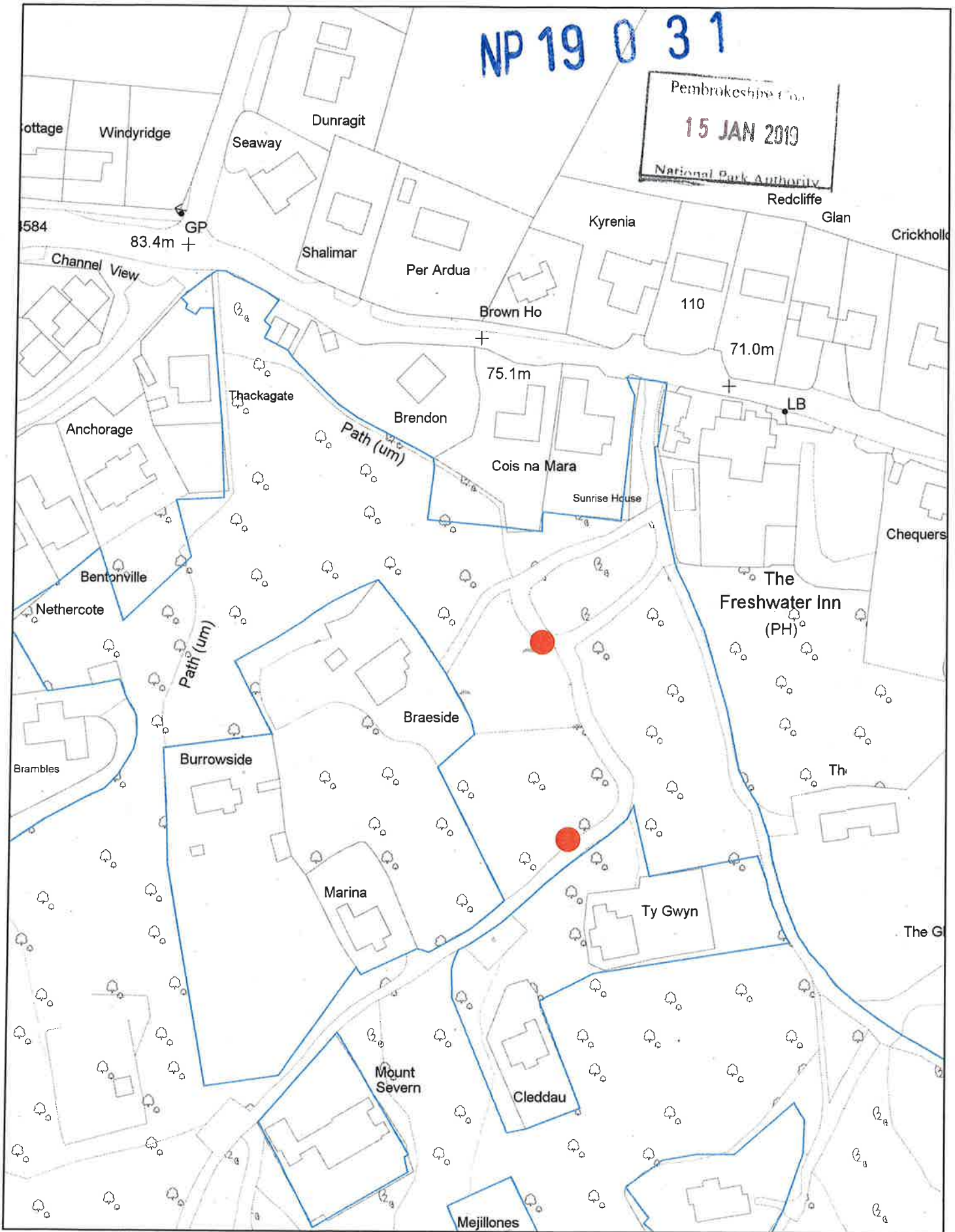
### **Recommendation**

That the application be delegated to the Team Leader, Development Management, to issue consent subject to standard advertisement conditions.

1. Any advertisement 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.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. 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.
4. 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.
5. 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).

NP 19 0 3 1

Pembrokeshire Coast  
15 JAN 2010  
National Park Authority



# Freshwater East - Upper Burrows

## Location Plan

 Proposed signage       Site ownership

Creuwyd gan / Created by: Tony Jenkins (23/11/2018)

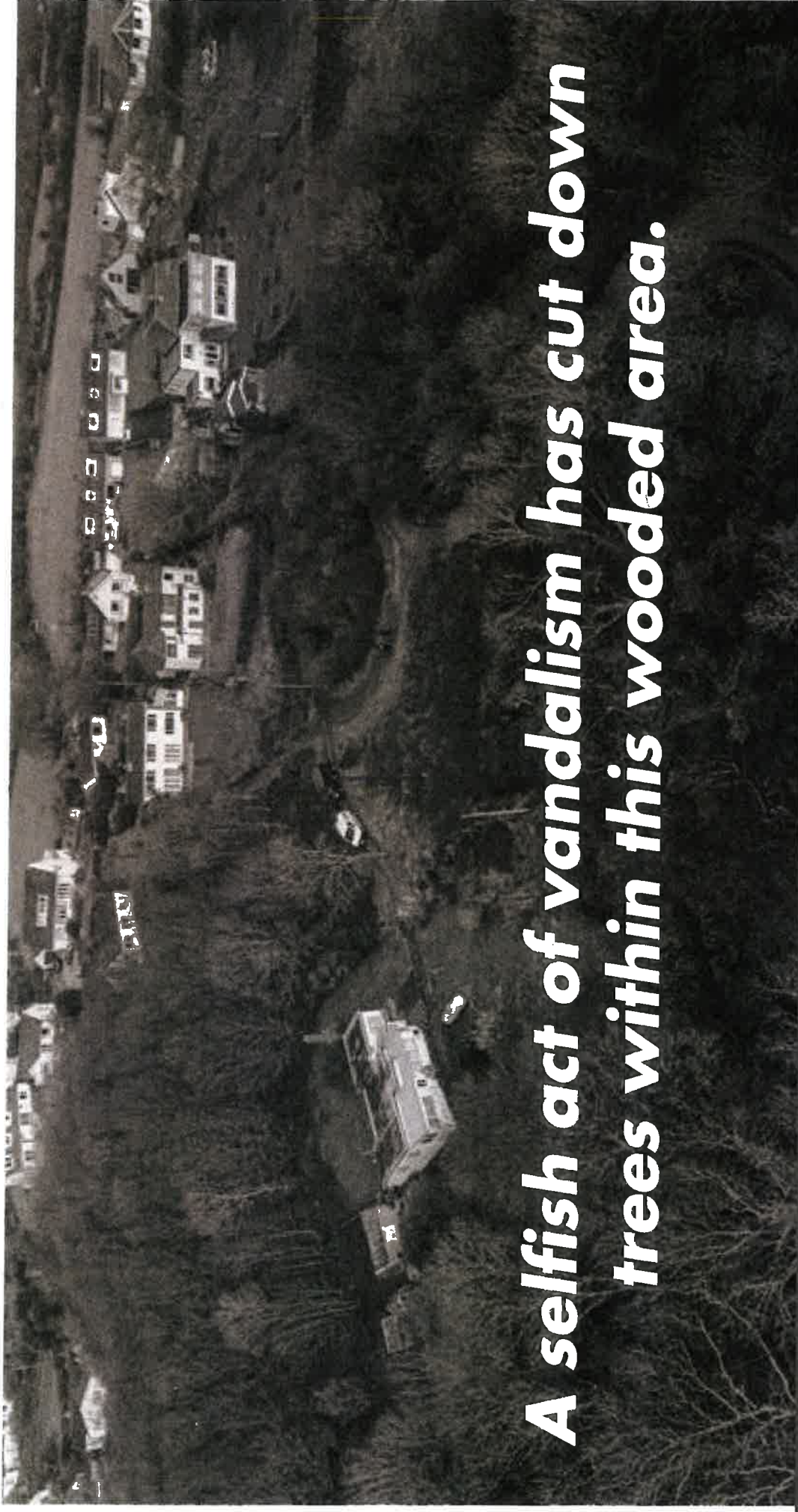
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Parc Cenedlaethol  
Arfordir Penfro  
Pembrokeshire Coast  
National Park





**A selfish act of vandalism has cut down trees within this wooded area.**

**A £1,000 reward is offered for information that leads to a conviction.**

**If you have any information regarding the circumstances of how and when these trees were cut down please call the Planning Enforcement Team at the Pembrokeshire Coast National Park Authority on 01646 624800.**



Parc Cenedlaethol  
Arfordir Penfro  
Pembrokeshire Coast  
National Park

800mm



**WELSH**

*A selfish act of vandalism has cut down trees within this wooded area.*

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600mm

Pembrokeshire Coast  
15 JAN 2019  
National Park Authority



*A selfish act of vandalism has cut down trees within this wooded area.*

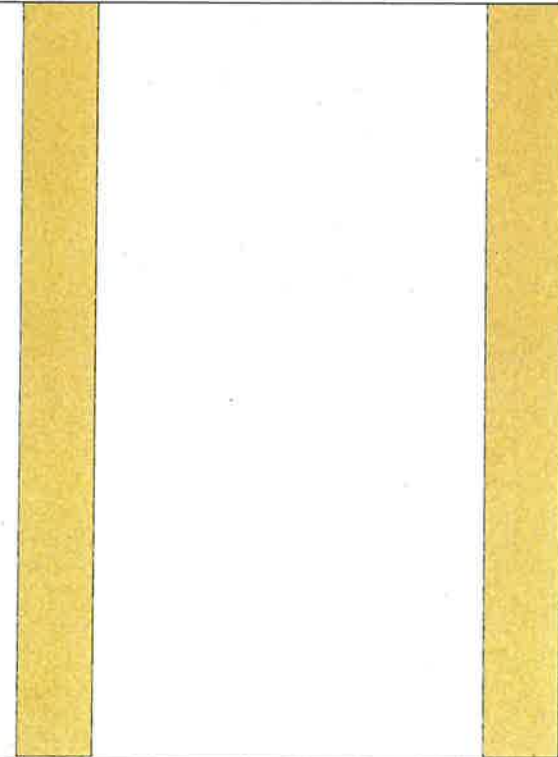
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600mm

1000mm



Freshwater East - Proposed signage  
Scale 1:10