

Application Ref: NP/13/0544

Application Type	Advert
Grid Ref:	SN11773887
Applicant	Pembrokeshire Coast National Park
Agent	Mr P Songhurst, Imagine Makers Design & Consulting
Proposal	Install Event Teaser sign at Castell Henllys Iron Age Village
Site Location	Castell Henllys Iron Age Fort, Felindre Farchog, Crymych, Pembrokeshire, SA41 3UT
Case Officer	Sian Davies

Summary

This is an application made under The Town and Country Planning (Control of Advertisement) Regulations 1992 (as amended) for the display of advertisements. Advertisement consent is sought for an event teaser sign to be positioned on the western verge of the main entrance road in to the Castell Henllys site before the car parking area, adjacent to the fork in the road with the track to the right leading to another area of the site. The proposed sign will be secured on timber post supporting a wattle panel and will be updated with information about forthcoming events on the site.

The proposed sign, by reason of its size, appearance and siting would be overly dominant and prominent within the landscape to the detriment of the character, appearance and amenity of the surrounding area. Whilst it is accepted that each application must be judged upon its own merits, approval of this signage with respect to other associated applications for signage along the entrance road to Castell Henllys, will lead to a proliferation of individual signage to the detriment of the visual appearance of the surrounding open countryside. Whereas the proposal will have no adverse impact on public safety, it is considered to have a cumulative impact on the area and as such will be injurious to the special qualities and character of the National Park. Therefore the proposal is considered to be contrary to the primary purposes of the National Park and subsequent policies 7, 8, 15 and 29 of the Local Development Plan. The proposal also conflict 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. Accordingly, the proposal is recommended for refusal.

This 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 adverse comments - PROW not affected

PCC - Transportation & Environment: No objection

Public Response

The application was advertised by a site notice displayed on 10th 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 13 - Historic Landscapes Parks and Gardens

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. The site 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.

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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 sign will be positioned on the western grass verge on the main entrance road in to Castell Henllys before the car parking area, adjacent to the fork in the road with the track to the right leading to another area of the site. The sign will be positioned slightly inland from the main entrance road, with trees and shrubbery situated along the western and eastern boundary of the main entrance road. It is proposed that the existing totem pole which is positioned adjacent to the application site will be relocated and replaced with a way finder sign.

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

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Constraints

NPA Property – within 25m
Biodiversity Issue
Rights of Way Inland – within 50m
Recreation Character Areas

Current Proposal

This is an application made under The Town and Country Planning (Control of Advertisement) regulations 1992 (as amended) for the display of advertisements. The proposed event teaser advertisement sign will measure 1.9m high by 1.5m wide mounted on an overall timber structure. The timber structure comprises two green logged timber posts and a woven hazel wattle panel set in treated softwood timber frame which is considered to be associated with the building techniques employed in the Iron Age. The structure will measure 2.65m high by 2.2m wide with the wattle panel measuring 2.1m high by 1.7m wide. The sign will be white composite aluminium, with full colour and laminated print applied to face. The sign will include a replaceable banner with current opening times to be white composite aluminium, with full colour and laminated print applied to face. The 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 250mm with colour and map 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. The sign will be updated with information about forthcoming events on the site.

An associated application for full planning permission has been sought under reference NP/13/543

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"

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 proposed single event teaser sign is to be positioned on the western verge of the main entrance road in to Castell Henllys before the car parking area, adjacent to the fork in the road with the track to the right leading to another area of the site. The proposed sign will be secured on timber post supporting a wattle panel and will be updated with information about forthcoming events on the site. It is considered that the proposed sign, by reason of its size, appearance and siting would be overly dominant and prominent within the landscape to the detriment of the character, appearance and amenity of the surrounding area. As such, the proposal is considered to be an undesirable intrusion to the area and will therefore be injurious to the appearance and visual amenity of the immediate and distant landscape. Accordingly, the proposal is considered to be contrary to Policy 8, 15 and 30 of the Local Development Plan.

Paragraph 7 of Technical Advice Note 7 states;

"Businesses located in the countryside expect to be able to advertise their whereabouts, especially to visitors, but care should be taken to ensure that signs are designed and sited to harmonise with their setting, and that a proliferation of individually acceptable advertisement does not spoil the appearance of open countryside. Wherever practicable, businesses in the same general location, or in by-passed communities, should be encouraged to combine their essential advertising needs so as to avoid proliferation of advance signs."

Whilst it is accepted that each application must be judged upon its own merits, in view of the above it is considered necessary to take into account associated applications which have been submitted in relation to signage along the main entrance route in to Castell Henllys site in order to avoid the

proliferation of individually acceptable advertisement to the detriment of the appearance of open countryside. On entry to the site off the A487, applications have been submitted for a coach parking sign to be located adjacent to the area identified as the coach parking area; the erection of 4 way finding signs and one arrival way finding sign to be dispersed along the entrance road, with one positioned adjacent to this application site; the relocation of the totem sign to be positioned by the main entrance gate to the site; a single installation comprising three signs to be located adjacent to the footpath that leads from the car park to the visitor centre. Whilst taking into account that the associated applications are only recommended for approval at the time of this report, it is considered that approval of this advertisement will lead to a proliferation of individual signs to the detriment of the appearance, character and amenity of the surrounding area. By reasoning of its positioning to the Castell Henllys site, it is considered that the proposed sign should be combined to avoid proliferation of advance signs along the entrance route into Castell Henllys.

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 sign, by virtue of its position, size and design will not be distracting or confusing to road users or pedestrians. As such, it is considered that the advertisement will not affect public safety and is therefore compliant with national guidance.

Conclusion

The proposed sign, by reason of its size, appearance and siting would be overly dominant and prominent within the landscape to the detriment of the character, appearance and amenity of the surrounding area. Whilst it is accepted that each application must be judged upon its own merits, approval of this signage with respect to other associated applications for signage along the entrance road to Castell Henllys will lead to a proliferation of individual signage to the detriment of the visual appearance of the surrounding open countryside. Whereas the proposal will have no adverse impact on public safety, it is considered to be an undesirable intrusion to the area and as such is injurious to the appearance and visual amenity of the immediate and distant landscape and is therefore contrary to national and local policies.

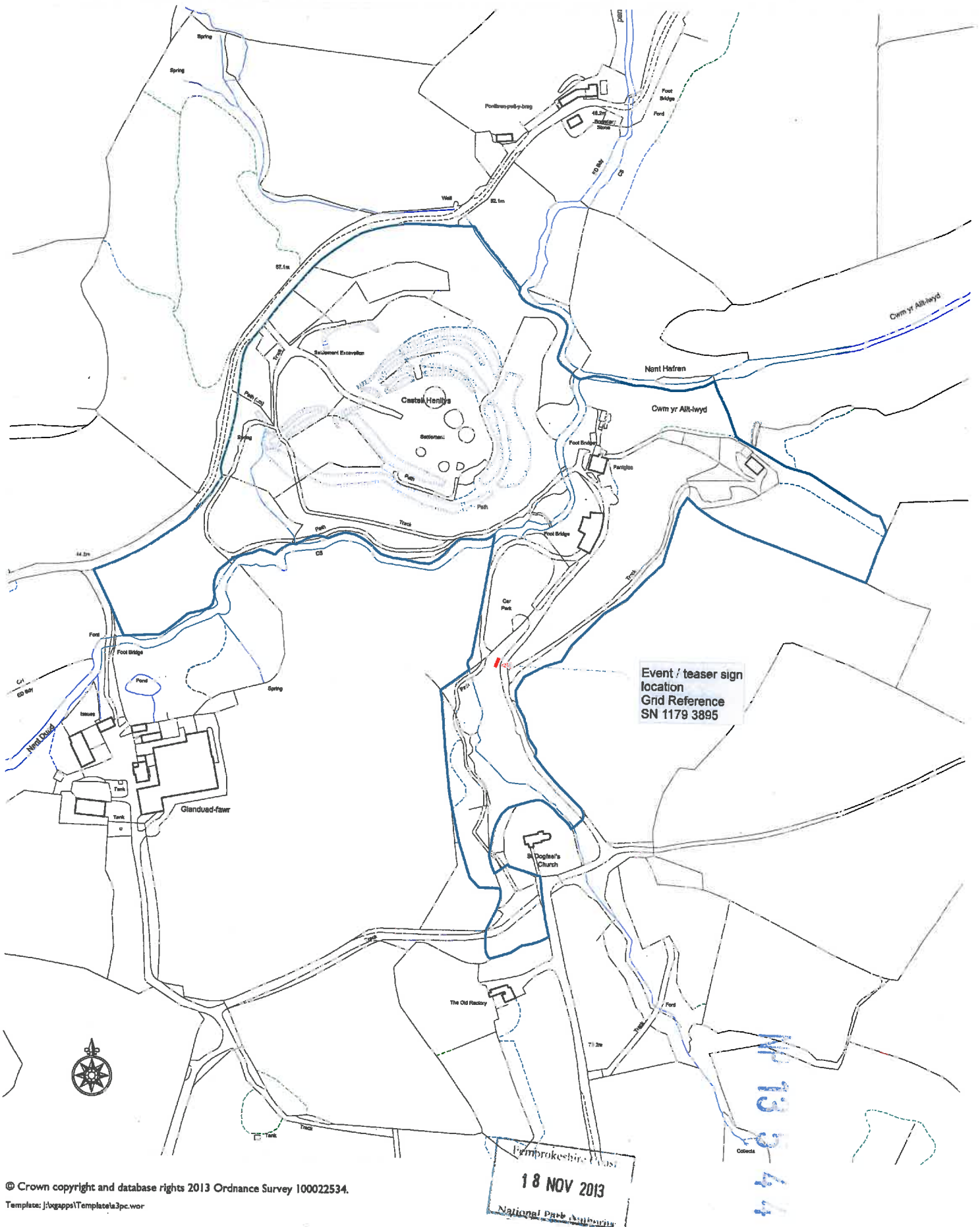
Recommendation

That the application be refused for the following reason;

1. The proposed sign is considered to be unsympathetically sited within the landscape and introduces a use which is incompatible with its location and which fails to harmonise with the character of the landscape. The acceptance of this sign will lead to a proliferation of individually acceptable advertisement to the detriment of the visual appearance of the surrounding open countryside. The proposed sign therefore fails to comply with Local Development Plan Policy 1 (National Park Purposes and Duty), Policy 8 (Special Qualities), Policy 15 (Conservation of the National Park), Policy 29 (Sustainable Design). The proposal also conflict 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.

Castell Henllys - Origins

Scale 1:2500



Castell Henllys Teaser / Event sign

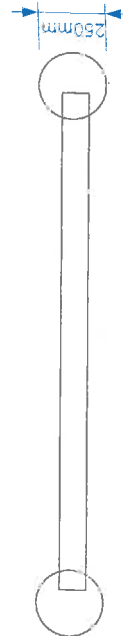
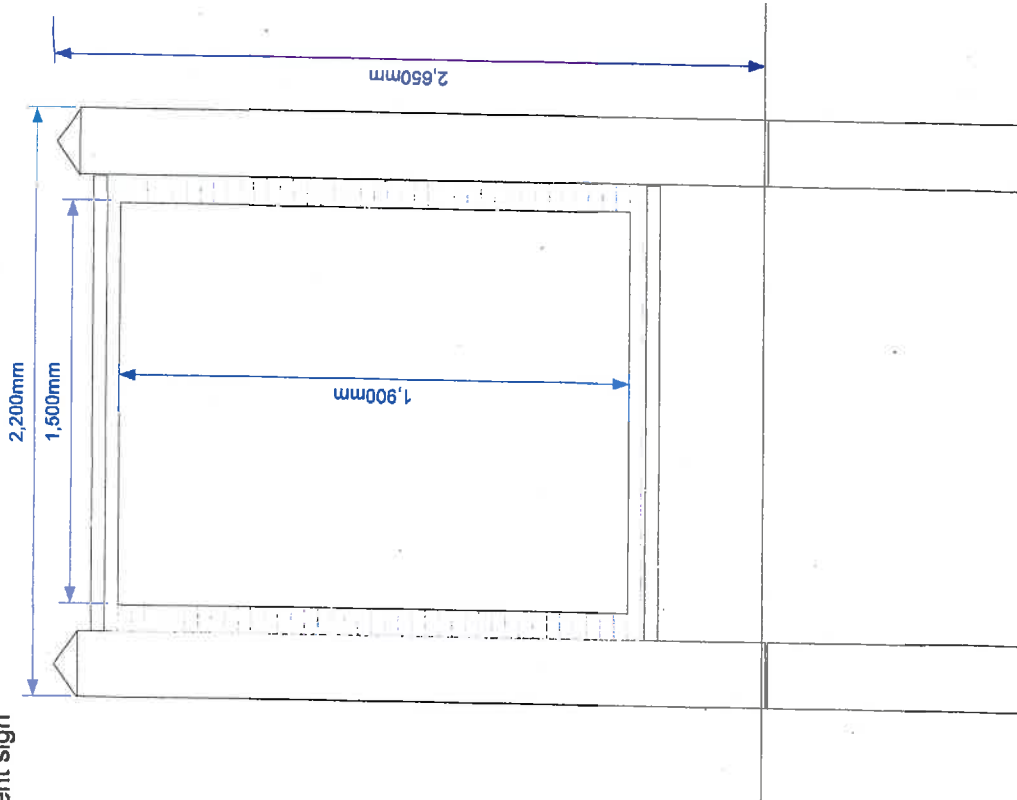
Green logged timber posts

Woven hazel wattle panel set in treated softwood timber frame

Main panel.
3mm white composite aluminium panel with a full colour, over laminated print applied to face.
Fabricator to specify fixing detail.

Replaceable banner with current opening times.
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



Scale: 1:20 @ A3



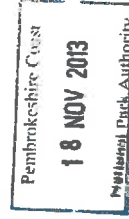
Concept graphic only

Title Font: Clan Ultra Bold
Max height: 250mm
Colour: TBC

Photographic imagery TBC

AP 13 5 44

Background colour: white



Item 6aa)

Drawing issue: For planning	
Drawn by: PDS Checked by: PDS	
Client: PCNPA	Date: 18 th September 2013