

## Item 5 - Report on Planning Applications

**Application Ref: NP/14/0234**

<b>Application Type</b>	Advert
<b>Grid Ref:</b>	SN13240062
<b>Applicant</b>	Mrs S Simpson, Whitbread Group PLC
<b>Agent</b>	Miss K Creek, Endpoint Ltd
<b>Proposal</b>	Premier Inn branded signage for new build hotel
<b>Site Location</b>	Premier Inn, The Norton, Tenby, Pembrokeshire
<b>Case Officer</b>	Matt Dash

**Summary**

This application seeks advertisement consent for the erection of 4 x internally illuminated fascia signs, 1 x externally illuminated hanging sign, 1 x internally illuminated ground mounted sign and 4 x ground mounted directional signs to be located at various locations on the site along White Lion Street and Greenhill Road which is bisected by the Tenby Conservation Area and on the approved but yet to be constructed Premier Inn building itself.

The ground mounted signs,(excluding H5), together with the internally illuminated fascia sign H3 and externally illuminated hanging sign are acceptable in terms of public safety and amenity, as they will not be visually intrusive due to their scale, siting and design, or hazardous by distracting or confusing members of the public. They therefore comply with the relevant policies of the LDP.

The internally illuminated fascia signs H1, H2 and H10 by reason of their scale, siting and design would have a detrimental impact upon the amenity of the Tenby Conservation Area, are therefore not acceptable and do not comply with the relevant policies of the LDP.

The internally illuminated ground mounted sign H5 by reason of its scale, siting and design will have a detrimental impact upon the amenity of the Conservation Area and will be visually intrusive by resulting in a harmful cumulative impact when taken as a whole with the other signs in the proposed location. It therefore does not comply with the relevant policies of the LDP.

It is therefore recommended to issue a split decision, recommending approval for signs H3, H4, H6, H7, H8 and H9 and refusal for signs H1, H2, H10, and H5.

This application has been referred to Development Management Committee. due to an objection with reason received regarding the internally illuminated signs from Tenby Town Council.

**Consultee Response**

**Tenby Civic Society:** Concern - The large high up 4 and 3 metre wide signs on each upper elevation should not be internally illuminated. The signs are close to the Conservation Area, Town Walls and several Listed Buildings, and

would be too prominent on the towns skyline. The wash-light spotlights for the walls should have shields to prevent light leakage to the sky. Ground level direction signs are not clearly located in a detailed landscape plan therefore their location is unclear. The purpose of these signs is however quite appropriate and not under question. No objections subject to the above changes and clarifications.

**Conservation Office:** Supporting - The high-level internally illuminated signage should be resisted, as having an adverse impact on the conservation area. These will be seen from afar (e.g. the northern approaches to town) and possibly from the walled town itself. No objection in principle to the lower-level signage.

**CADW - Protection & Policy:** Reply - The proposed level of illumination of the building and the signs will clearly make the area much lighter at night. Whilst this will clearly alter the ambience of the area at night and therefore have an impact on the setting of the Town Walls which are a Scheduled Ancient Monument the additional light and activity in the area is likely to assist in protecting the designated monument from potential vandalism. It is therefore Cadws opinion that the overall impact of the proposed signage and lights on the designated monument is not significant.

**PCC - Transportation & Environment:** No objection - but suggested condition that all parts of the sign and supports for H8 and H9 must be erected clear of and not overhanging any part of the public highway including the verge, and a further condition stating that all parts of signs and supports for H8 and H9 must be erected clear of the visibility sight lines for the access/exit from the car park.

**Access Office:** No objection - No public right of way Issues

**Dyfed Archaeological Trust:** No Response Received - at time of writing this report.

**Natural Resources Wales:** No Response Received - at time of writing this report.

**PCC - Ecologist:** No adverse comments

**Tenby Town Council:** Recommend Refusal - as this would result in internally illuminated signage adjacent to the towns conservation area

### **Public Response**

The application was advertised by site notice displayed at the site on the 15<sup>th</sup> May 2014. No letters have been received from third parties.

### **Policies considered**

Please note that these policies can be viewed on the Policies page Pembrokeeshire Coast National Park website - <http://www.pembrokeshirecoast.org.uk/default.asp?PID=549>

LDP Policy 01 - National Park Purposes and Duty

LDP Policy 02 - Tenby Local Service and Tourism Centre

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LDP Policy 08 - Special Qualities

LDP Policy 09 - Light Pollution

LDP Policy 15 - Conservation of the Pembrokeshire Coast National Park

LDP Policy 29 - Sustainable Design

LDP Policy 30 - Amenity

LDP Policy 50 - Town and District Shopping Centres

PPW6 Chapter 04 - Planning for Sustainability

SPG03 - Loss of Hotels and Guesthouses

SPG08 - Affordable Housing

TAN 07 - Outdoor Advertisement Control

TAN 12 - Design

### **Officer's Appraisal**

#### **Background and Description**

The application site consists of a large level site located in the centre of Tenby, adjacent to the Town Walls which are a designated Scheduled Ancient Monument and partly within the Tenby Conservation Area which bisects the site. The site has been approved for the development of a Premier Inn Hotel, Use Class C1 (NP/11/068) which consists of a building with 3, 4 and 5 storey elements along White Lion Street, adjacent to the Listed Cinema frontage, with guest parking located to the rear (west) of the main building, with vehicular access off Green Hill Road (A4139). The new rebuilt Gatehouse residential building located adjacent to the site to the north east is nearing completion. Pedestrian access to the Premier Inn is on the White Lion Street (south east) elevation, opposite upper Frog Street and the Town Walls.

#### **Constraints**

- Special Area of Conservation – within 500m
- Site of Special Scientific Interest – within 50m
- LDP Allocation
- LDP Designation
- Biodiversity Issue
- Rights of Way Inland – within 50m
- Ancient Monument – within 50m
- ROW Coast Path – within 10m
- LDP Centre:60pc aff housing;30 units/ha
- Recreation Character Areas
- Listed Building – within 10m
- Conservation Area

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### Relevant Planning History

NP/11/068 – Construct 39 apartments, 68 bed hotel, 3 commercial units and replacement Cinema – Approved 29<sup>th</sup> July 2011  
NP/11/069 – Construct 39 apartments, 68 bed hotel and 3 commercial units – Approved 29<sup>th</sup> July 2011  
NP/12/0019 – Variation of Conditions 2 & 14 of NP/11/068 & NP/11/069 to allow for the use for A1 (retail) – Approved 29<sup>th</sup> February 2012  
NP/13/0059 – Variation of Conditions 2 & 14 of NP/11/068 & NP/11/069 to allow for use for A1  
NP/13/0439 – Discharge of conditions 8 & 23 of NP/11/068 & NP/11/069 – No Decision

### Current Proposal

This is an application made under the Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) for the erection of 4 x internally illuminated fascia signs, 1 x externally illuminated hanging sign, 1 x internally illuminated ground mounted sign and 4 x ground mounted directional signs to be located at various locations on the site and on the Premier Inn building itself.

It is proposed to locate 3 of the internally illuminated fascia signs (H1, H2, H10) near the top of the south east, south west and north west elevations, with the 4<sup>th</sup> to be located lower down on the south east elevation above the pedestrian entrance. These signs are to measure various sizes. H1 is the largest and measures 4000mm wide x 1000mm tall x 220mm deep. H2 is the next largest and measures 3180mm wide x 795mm tall x 220mm deep. H10 is next measuring 3140mm wide x 785mm tall x 220mm deep. The smallest is H3 measuring 2200mm wide x 550mm tall x 220mm deep.

Adjacent to H3 to the north east is a proposed externally illuminated hanging sign (H4) measuring 1000mm wide x 650mm tall. It is to be externally illuminated with 2 x 50w spotlights directed at the sign to minimize light pollution.

To the south west of the pedestrian entrance is the location for a large internally illuminated ground mounted sign measuring 1500mm wide x 2500mm tall in total with the light box itself measuring 1350mm wide x 1755mm tall.

Further to the above signs are 4 x ground mounted directional signs (H6, H7, H8 and H9) to be located in various positions and are non-illuminated. They are all to measure 1200mm wide x 1500mm tall with the panel itself measuring 700mm. H8 and H9 are to be located either side of the vehicular entrance on Green Hill Road, H7 is to be located at the northern side of the car park half way between the vehicular entrance and the reception entrance on White Lion Road, and H6 is to be located at the southern end of the car park.

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### Key Issues

The main issues to be considered in this case are:-

- Amenity
- Public safety

#### *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:-

*"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.

The internally illuminated fascia signs H1, H2 and H10 will be prominent from within the walled town and from afar, competing with the historic skyline of the Town. The internally illuminated ground mounted sign (H5) is very large, and prominent when viewed along White Lion Street, and when viewed as a whole with the other signs in proximity (H3, H4) would cumulatively lead to a visually cluttered appearance. Therefore signs H1, H2, H10 together with the internally illuminated ground mounted sign (H5), will by reason of their scale, siting and design have a detrimental impact upon the amenity and character of the Tenby Conservation Area. They are therefore not acceptable and do not comply with policies 1, 2, 8, 15 and 30 of the LDP.

The internally illuminated fascia sign H3, together with the externally illuminated hanging sign H4, are more modest in size, measuring 2200mm wide x 550mm tall and 1000mm wide x 650mm tall, and whilst they are also illuminated, the purple background of the fascia sign is opaque with only the

lettering and image being illuminated. The Hanging sign is also illuminated, however the 2 x 50w spotlights are to be directed at the sign, minimizing light pollution. The signs are positioned low down on the south east elevation close to the hotel entrance and will therefore by reason of their scale, siting and design, not have an adverse impact upon the amenity of the Tenby Conservation Area, are acceptable and comply with Policies 2, 8, 15 and 30 of the LDP.

The 4 x ground mounted directional signs are non-illuminated, are of a modest size measuring 1500mm tall in total x 700mm wide and are positioned in less publicly prominent positions. Two of them (H6 and H7) are sited within the sites car park, and the other two (H8 and H9) are positioned either side of the vehicular entrance along Green Hill Road. Whilst these two are clearly more visible, they are set several metres apart, do not lead to visual clutter and are of a design that is expected along a busy A road such as this. The directional signs are therefore acceptable by reason of their scale, siting and design and comply with policies 2, 8, 15 and 30 of the LDP.

#### *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 advertisements 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."*

Pembrokeshire County Councils Highways Department has been consulted to assess the impact on public/highway safety. There was no objection to the proposed signs provided that all parts of the signs and supports for H8 and H9 are erected clear of and not overhanging any part of the public highway including the verge, and that they are also erected clear of the visibility sight lines for the access/exit from the car park.

Provided this is confirmed through conditions the application is therefore acceptable in terms of public safety.

#### **Conclusion**

The proposed Fascia sign H3, hanging projecting sign H4 and the directional signs H6, H7, H8 and H9 are acceptable in terms of public safety and amenity, in that they will not be visually intrusive due to their scale, siting and design, or hazardous by distracting or confusing members of the public. They therefore comply with the relevant policies of the LDP and as such are recommended for approval. The high level fascia signs H1, H2 and H10, together with the ground mounted sign H5 are not acceptable in terms or amenity, as they will be visually intrusive detracting from the character of the Tenby skyline and Conservation Area and due to their scale, siting and design

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do not comply with the relevant policies of the LDP and as such are recommended for refusal.

### **Recommendation:**

That a split decision be issued. The signs H3, H4, H6, H7, H8 and H9 be approved subject to conditions relating to the 5 year time limit, compliance with plans, maintaining the advertisements in a clean, tidy and safe condition, and their removal to the satisfaction of the LPA on the expiry of the 5 year permission applicable to all advertisement consents. Together with conditions that all parts of the signs and supports for H8 and H9 are erected clear of and not overhanging any part of the public highway including the verge, and that they are also erected clear of the visibility sight lines for the access/exit from the car park.

The signs H1, H2, H5 and H10 be refused for the following reason;

### Reason

1. The proposed signs H1, H2, H5 and H10 by virtue of their scale, siting and design leading to an adverse cumulative impact, represent an inappropriate form of signage within and adjacent to the Tenby Conservation Area which is harmful to the character and appearance of the area and special qualities of the National Park. As such the advertisements are contrary to the primary purposes of the National Park at preserving or enhancing the natural beauty, wildlife and cultural heritage of the Park and promoting opportunities for the understanding and enjoyment of the special qualities by the public. The advertisements fail to comply with the Local Development Plan Policy 1 (National Park Purposes and Duty), Policy 2 (Tenby Local Service and Tourism Centre), Policy 8 (Special Qualities), Policy 15 (Conservation of the National Park), Policy 30 (Amenity) and national guidance contained in Planning Policy Wales, Edition 6 (February 2014), Technical Advice Note 7 – Outdoor Advertisement Control (1996) and the Town and Country Planning (Control of Advertisements) Regulations 1992.

# Endpoint Brands applied

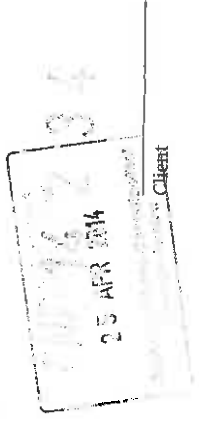
806 – Tenby

Project number  
7372

Contents  
Site information  
Plans & elevations

## Planning Pack

Issue	Date	Notes
A	01/05/2012	Desktop Review
B	15/05/2012	Totem sign H6 added
C-PP	04/03/2014	Updated elevations
D-PP	17/04/2014	New lightbox added to rear elevation H10



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# Site information

Site details

**Site name**  
**Address**  
 Tenby  
 Norton Road  
 Tenby  
 SA70

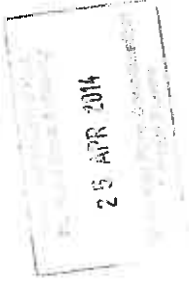
**Site contacts**  
 TBC  
 Telephone  
 Mobile  
 Email

Local town planning authority

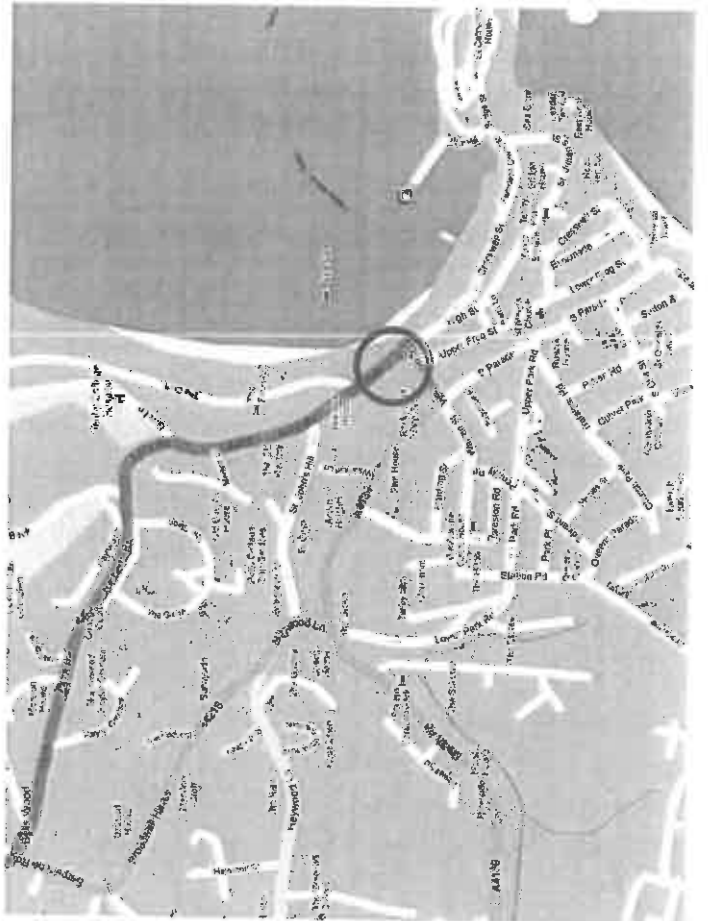
**Authority name** Coast National Park Authority  
**Address**  
**Telephone**  
**Website** [www.pembrokeshirecoast.org.uk](http://www.pembrokeshirecoast.org.uk)  
**Contact name** TBC

**Endpoint**  
**Brands Applied**

142234



Location plan



Notes

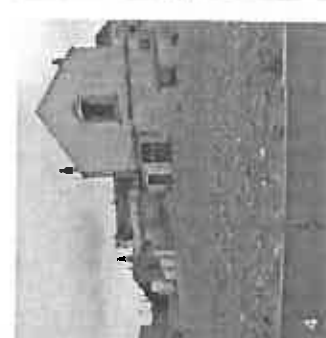
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# Approaches

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Aerial View

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Street View

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2011 01 10 10:10

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2011 01 10 10:10

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KEY  
Hotel  
Demise



Handwritten text: 'N/P/14/0234' written vertically.

Scale 1:1250 @ A3



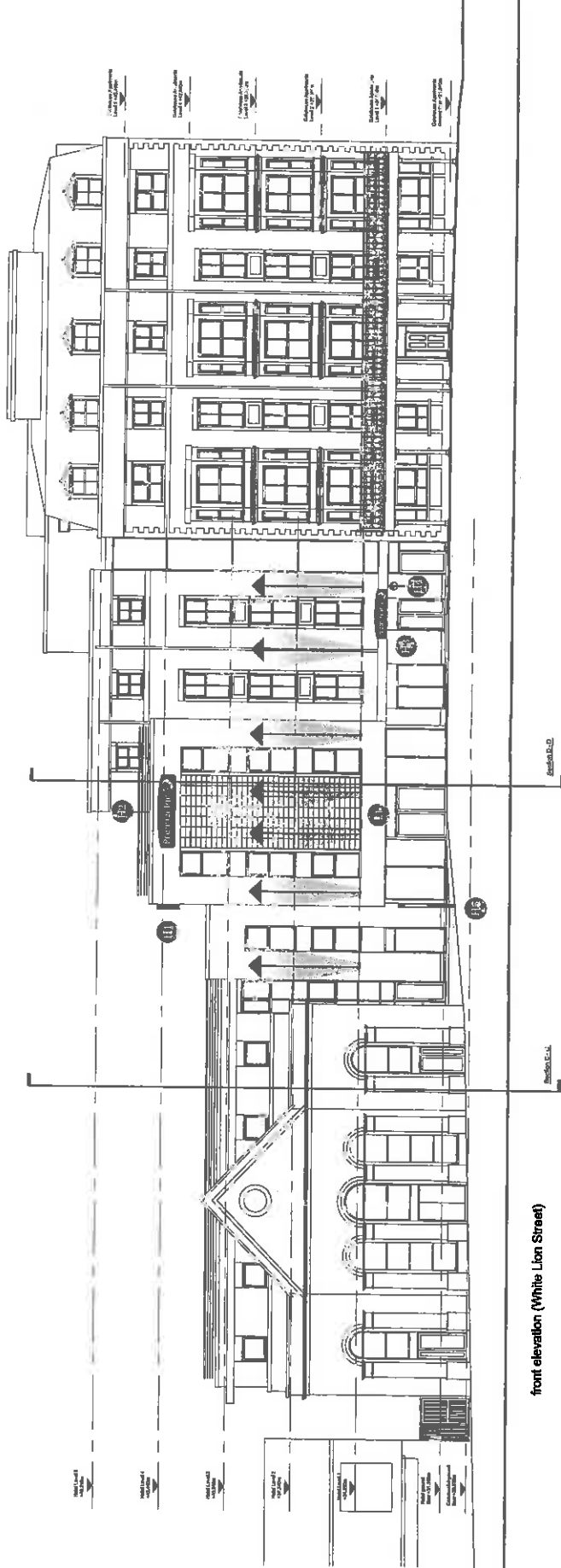
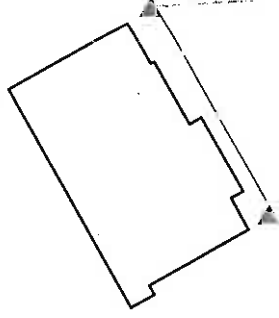
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# Front Elevation – White Lion Street

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front elevation (White Lion Street)

Scale 1:200 @ A3

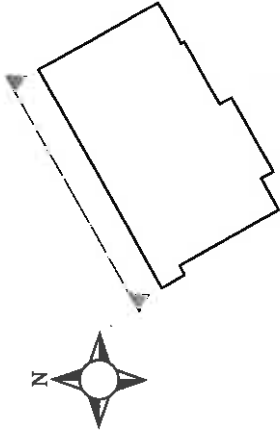


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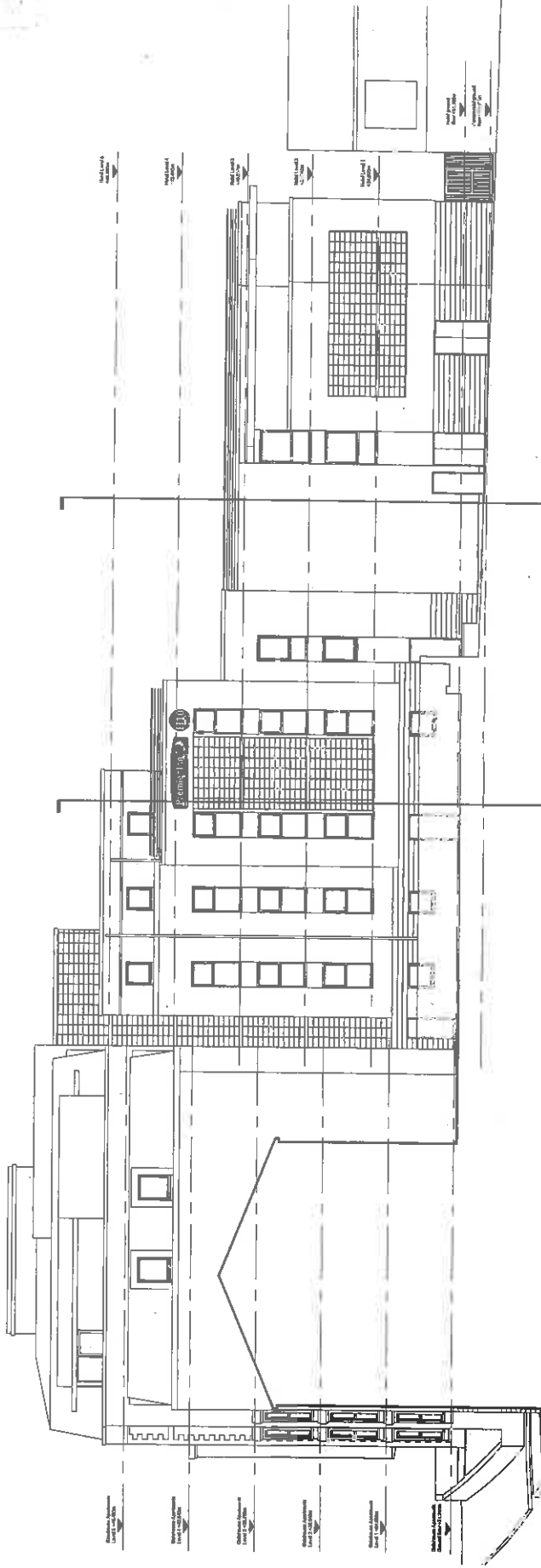
# Rear Elevation – Viewed from inner courtyard

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Rear elevation viewed from inner courtyard

Scale 1:200 @ A3  
0m 2m 4m 6m 8m 10m

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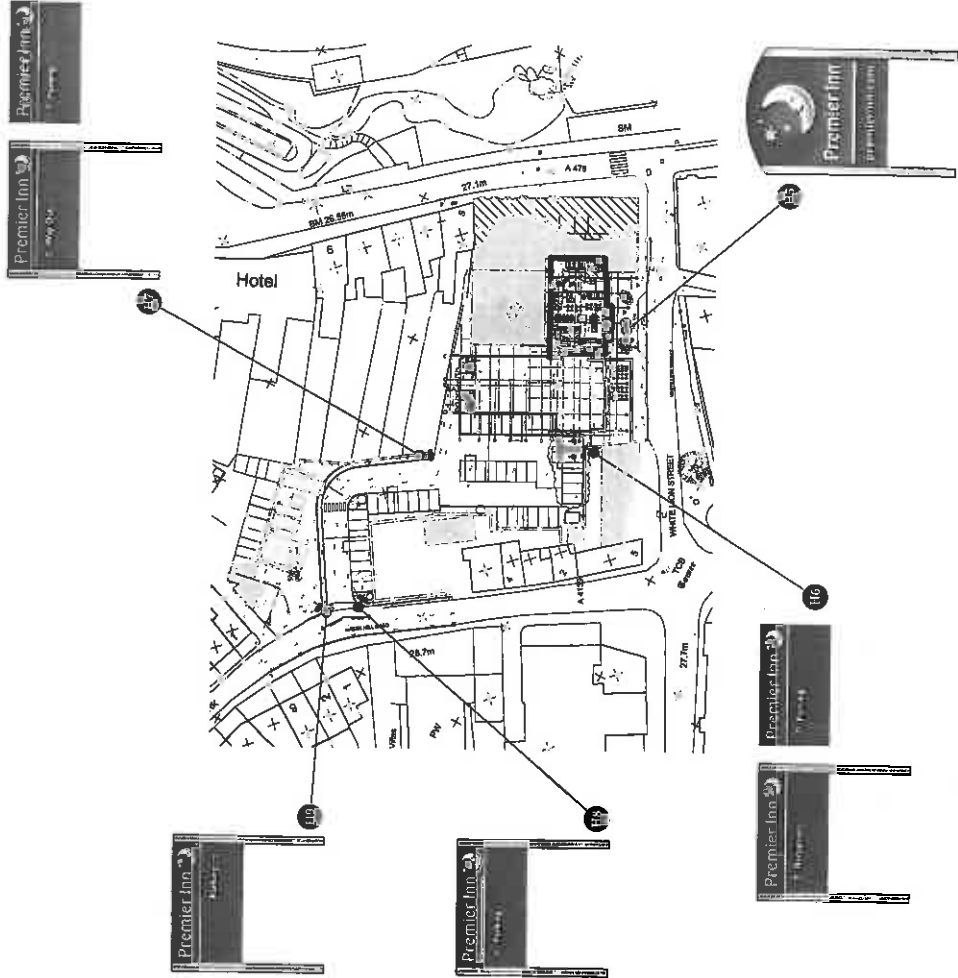
# Signage Plan – Ground signs

N.B. Signs shown on location plan are not to scale and are indicative of location only

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KEY  
Hotel —  
Signage —



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26 FEB 2014

H1 H2 H3 H10

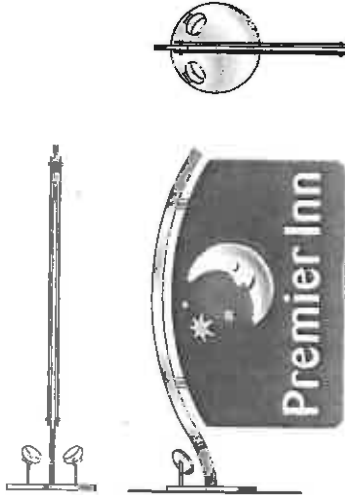


**Flexskin Lightbox - Landscape**  
**H1 Size = 4000mm wide x 1000mm tall x 220mm deep**  
**H1 Height to underside = 12352mm**  
**H2 Size = 3180mm wide x 795mm tall x 220mm deep**  
**H2 Height to underside = 11812mm**  
**H3 Size = 2200mm wide x 550mm tall x 220mm deep**  
**H3 Height to underside = 2709mm**  
**H10 Size = 3140mm wide x 785mm tall x 220mm deep**  
**H10 Height to underside = 11816mm**

**Specification**  
 Single sided, aluminium flexcase lightbox finished purple to match PMS 519c complete with 5 year colourfast digitally printed 500gsm PVC day/night flexface skin.

**Illumination**  
 Internally illuminated via white LEDs - purple background is opaque with only wordset and rounded being illuminated.  
 New electrical feed required.

H4



**Projecting Sign**  
**H4 Size = 1000mm wide x 650mm tall**  
**H4 Height to underside = 1950mm**  
**Specification**  
 Double sided 12mm thick glass look acrylic panels with reverse decorated digital print. Premier Inn text, moon & stars face applied painted 3mm thick aluminium. Stainless steel barrel fixings and curved arm support.

**Illumination**  
 Externally illuminated via x2 off 50W spotlights directed at sign to minimise light pollution.  
 New electrical feed required.

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# Sign Schedule

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FIG 1



**Entrance structure – 2.5**  
Size = 1500mm wide x 2500mm tall  
Lightbox = 1350mm wide x 1755mm tall

**Specification**  
Freestanding single-sided unit with aluminium lightbox and digitally printed graphics applied to 5mm thick acrylic  
Posts finished in RAL 9006 metallic silver

**Illumination**  
Internally illuminated, purple background is opaque with only wordset and rounded being illuminated.

New electrical feed required.

FIG 2



**Post & Panel – Double sided**  
Size = 1200mm wide x 700mm tall (panel)  
1500mm tall structure  
ø76mm post

**Specification**  
Freestanding double-sided unit.  
Posts finished in RAL 9006 metallic silver.

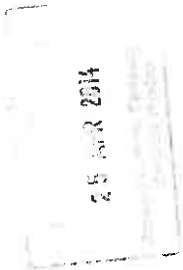
**Illumination**  
Non – Illuminated

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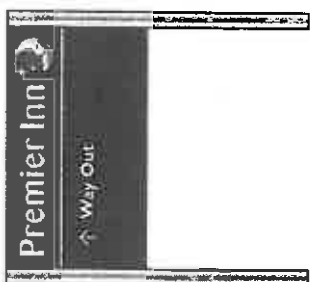
# Sign Schedule

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H7



**Post & Panel – Doubled sided**  
Size = 1200mm wide x 700mm tall (panel)  
1500mm tall structure  
ø76mm post

**Specification**  
Freestanding double-sided unit.  
Posts finished in RAL 9006 metallic silver.

**Illumination**  
Non – illuminated

H8



**Post & Panel – Single sided**  
Size = 1200mm wide x 700mm tall (panel)  
1500mm tall structure  
ø76mm, post

**Specification**  
Freestanding double-sided unit.  
Posts finished in RAL 9006 metallic silver.

**Illumination**  
Non – illuminated

H9



**Post & Panel – Single sided**  
Size = 1200mm wide x 700mm tall (panel)  
1500mm tall structure  
ø76mm post

**Specification**  
Freestanding double-sided unit.  
Posts finished in RAL 9006 metallic silver.

**Illumination**  
Non – illuminated

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