

Application Ref: NP/17/0137/ADV

Case Officer	Caroline Bowen		
Applicant	Mr J Evans		
Agent	Mr B O'Donovan, AEW Architects		
Proposal	2 no.fascia signs & 2 no. projecting signs		
Site Location	Units 1 - 3, South Parade, Tenby, Pembrokeshire		
Grid Ref	SN13280045		
Date Valid	02-Mar-2017	Target Date	21-Jun-2017

This application is being reported to the Development Management Committee for consideration as the recommendation of approval is contrary to the views expressed by Tenby Town Council.

Consultee Response

Tenby Civic Society Chairman: Objecting

PCNPA - Buildings Conservation Officer: Concern - The setting of the Grade II listed War Memorial is a concern with regards to the signage on the side elevation. I would suggest;

1. Turning the south-west (Upper Park Road) hanging sign around to hang on the west elevation - it will serve better for potential customers up and down the street and be less intrusive when viewed across the War Memorial gardens.
2. The illumination should be removed from the west fascia sign.
3. The hanging sign to the South Parade elevation should be moved northwards, thus reducing its prominence when viewed across the Memorial.

CADW - Protection & Policy: The application site is located some 15m from the scheduled monument known as Tenby Town Wall (PE007). However, the proposed signs will be erected on a building designed with shop frontages and it can be expected that fascias and projecting signs would be placed on them. The proposed fascias and projecting signs will be illuminated and this will increase their impact on the setting of the scheduled monument, which in our opinion will be moderate but not significant.

The amended proposal now has 2 no. fascia signs and 2 no. projection signs.

Confirm that the amendment does not change the advice given in our previous reply dated 18 April 2017.

PCC - Transportation & Environment: No objection - This is a parallel application to NP/17/0178 made by Domino's UK and Ireland Ltd

As designed, the projecting sign on the South Parade frontage will be above the minimum head height above a footway of 2.1 metres, and will not come within 600mm of the kerb face of the carriageway of South Parade. There is therefore no reason for any supplementary planning conditions. There is also no problem with the two fascia signs.

Mid & West Wales Fire Brigade: No adverse comments

Tenby Civic Society Chairman: Recommend Refusal

Tenby Town Council: Recommend Refusal - While members have no objection to the proposed signage fronting South Parade, they are opposed to any similar signage on the side of the building behind the town's War Memorial. They feel this would be disrespectful and would have a negative impact on the setting of this listed structure and its gardens.

Public Response

The application was appropriately advertised in accordance with statutory requirements. 5 letters of concern were received (including from Tenby Civic Society), raising - in summary - the following points;

- The inevitable illuminated signage that is associated with this type of business we definitely feel would be insensitive and inappropriate next to the town's War Memorial.
- The War Memorial Garden is Tenby's most solemn dedication to the town's losses in war. Therefore, it should not be qualified by either lit or unlit signage or logo.
- It is unnecessarily large... is out of character facing a Conservation Area, and the illumination lacks sensitivity to a historic setting.

This application seeks consent to display advertisements at a proposed restaurant and takeaway. A planning application for the change of use of the existing vacant retail units to the restaurant/takeaway is also before members for consideration at this committee under reference NP/17/0178/FUL.

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 02 - Tenby Local Service and Tourism Centre

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

PPW9 Chapter 03 - Making and Enforcing Planning Decisions

SPG18 - Shopfront Design

Constraints

Special Area of Conservation - within 500m

Pembrokeshire Coast National Park Authority

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LDP Designation
 Biodiversity Issue
 Ancient Monument - within 50m
 LDP Centre:60pc aff housing;30 units/ha
 Recreation Character Areas
 Landscape Character Assessment
 Seascape Character Assessment

Officer's Appraisal

Background

The application site is situated in a key position in Tenby on the junction of South Parade and Upper Park Road - opposite the Town Walls, and behind the War Memorial (a Grade 11 Listed building) and Memorial Gardens. The application site is situated within the Centre Boundary and the defined Retail Centre for Tenby, as set out in the Local Development Plan. Although the site is outside of the Conservation Area, the boundary of the Conservation Area is in close proximity, following the pavement edge to the east of the application site.

Planning permission was approved in 2011 for the demolition of the former Delphi Hotel buildings which fronted both South Parade and Upper Park Road, and located to the rear of the memorial gardens, and their re-development with apartments, provided as affordable homes for rent and commercial units on the ground floor. The development was completed in 2016, and the apartments are occupied.

History

- NP/08/488 - Demolition of all existing buildings on site & construction of 16 self-contained apartments on 1st, 2nd & part 3rd floor, with 4 commercial units at ground floor. Cancelled.
- NP/09/042 - Demolition of all existing buildings on site & construction of 16 self-contained apartments on 1st, 2nd & part of 3rd floor, with 4 commercial units at ground floor. Withdrawn.
- NP/10/126 - Demolition of existing buildings & construction of 5 commercial units to ground floor and 17 residential units above. On site cycle and refuse facilities. Refused.
- NP/10/566 - Proposed demolition of existing structures. Construction of 5 commercial units with 14 self contained residential units above, on-site cycle, refuse and amenity facilities. Withdrawn.
- NP/11/065 - Demolish existing, construct 5 commercial units with 14 residential units. Approved.
- NP/15/0482/DOC - Discharge Conditions 3, 5, 6, 8, 10, 19, 25, 26 & 27 of NP/11/065. Discharged.
- NP/17/0178/FUL - Change of use from A1 to A3. Currently under consideration.

Current Proposal

The application seeks permission for new signage to both the South Parade elevation and to the elevation facing the Upper Park Road junction. This comprises

- South Parade;
One internally illuminated fascia sign to consist individual built up letters and logo. White strapline to extend full width of fascia board. Dimensions – 5.50m in width, 0.80m in height and 0.10m in depth. One externally illuminated projecting sign on ornamental bracket, with 2 trough LED lights. Dimensions – 0.47m squared.
- Upper Park Road;
One internally illuminated fascia sign to consist individual built up letters and logo. White strapline to extend full width of fascia board. Dimensions – 7.3m in width, 0.80m in height and 0.10m in depth. One externally illuminated projecting sign on ornamental bracket, with 2 trough LED lights. Dimensions – 0.47m by 0.48m square.

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.

Any relevant policies of the development plan would also be a material consideration - Paragraph 3.4.2 of Planning Policy Wales Edition 9 states that the test in considering an advertisement's impact on amenity is whether it would adversely affect the appearance of the building, or of the immediate neighbourhood where it is to be displayed. It goes on to state that local planning authorities should, therefore, consider the local characteristics of the neighbourhood, including its scenic, historic, architectural or cultural features.

Policy 15 of the Pembrokeshire Coast National Park Local Development Plan 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 siting within the landscape. Policy 30 (d) seeks to avoid development that is visually intrusive.

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

- Amenity
- Public Safety

Amenity.

It is recognised that the premises fall within a streetscape which is both commercial and residential in character, and that there are existing shopfronts at the site. However, the shop occupies a prominent position facing toward both the Town Walls (and Conservation Area) and the War Memorial and is on a main thoroughfare for both pedestrian and vehicular traffic. The application site is very visible from a public vantage point. As can be seen in the consultation responses above, Cadw did not object to the proposal, and the Authority's Conservation Officer objected to the internal illumination of the main fascia signage looking over the Memorial Gardens, and recommended that the projecting signs be relocated to reduce their impact on the setting of the listed War Memorial. Officers would agree that the internal illumination of that particular fascia signage would be harmful to the setting of the listed building, and have suggested to the applicant that this be removed and replaced with small external spotlights. At the time of writing this report, a response was awaited to the proposed amendments, and officers will make a further verbal report to members at committee.

Whilst the scale of the proposed signage would be acceptable in principle, the proposed illumination of the fascia signage looking toward the War Memorial is currently considered to be unacceptable by reason of its visual impact on the setting of an adjacent Listed Building, and in a prominent streetscene within Tenby.

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. The appropriate consultee, in this instance, is the Local Highways Authority, as the signage lies adjacent to the public highway. The Highways Planning Liaison Officer was consulted, and advised that there were no objection on highway grounds.

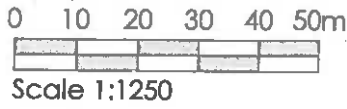
Conclusion.

Whilst the proposed signage would not be considered to cause harm to issues of public safety, the internal illumination of the fascia signage is currently considered to be inappropriate to the setting of the War Memorial. Officers have requested amended plans to remove the internal illumination from the fascia signage facing the War Memorial, and to re-position the projecting signs as per the request of the Authority's Conservation Officer. The applicant has confirmed that they agree to the proposed amendments and will forward amended plans. Once these are received, the application can be supported by officers.

Recommendation

That the application be delegated to the Team Leader, Development Management, to issue consent subject to the receipt of acceptable amended plans, and subject to standard advertisement conditions:

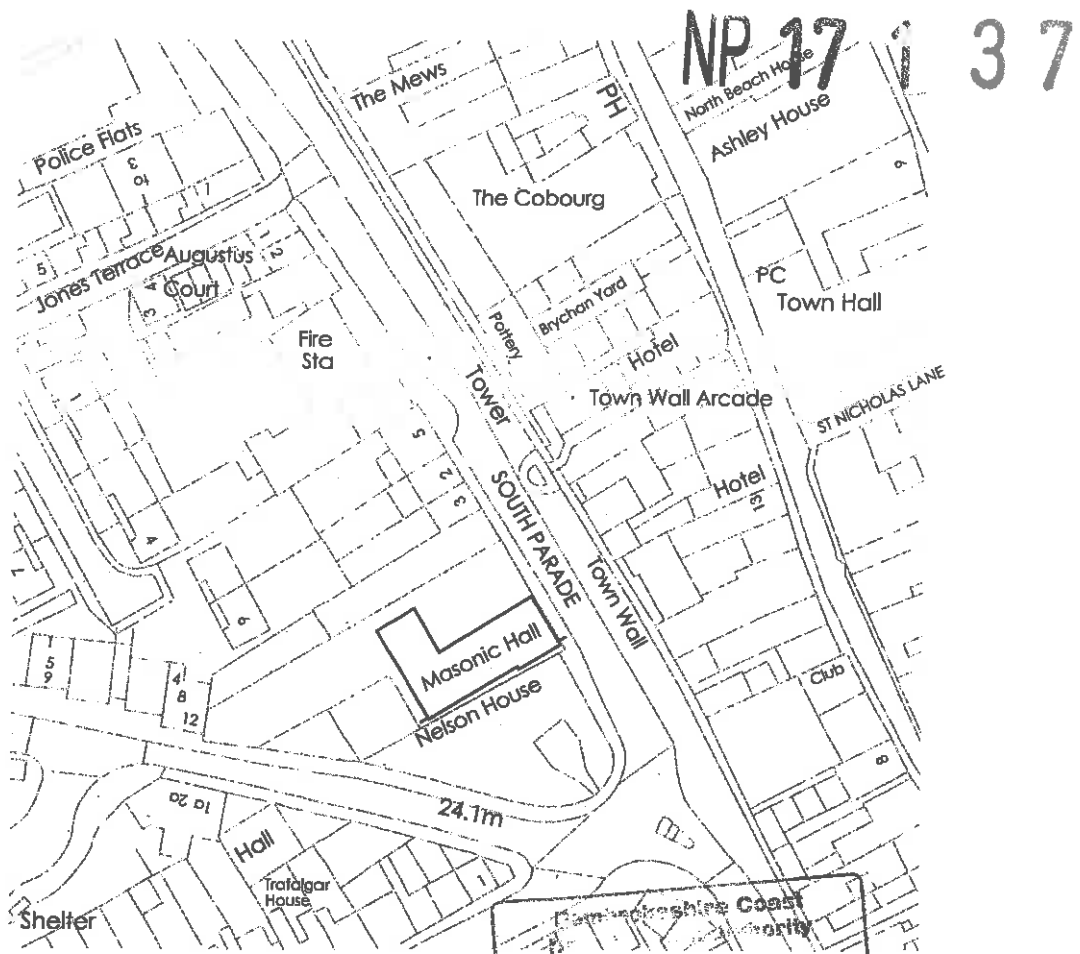
1. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements 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).



NOTES

- All dimensions and levels are to be checked on site.
 - Any discrepancies are to be reported to the architect before any work commences.
 - This drawing shall not be scaled to ascertain any dimensions. Work to figured dims only.
 - This drawing shall not be reproduced without express written permission from AEW.
 - Title overlay drawings and ownership boundaries are produced using all reasonable endeavors. AEW cannot be responsible for the accuracy or scale discrepancy of base plans supplied to them.
- Application Boundary Indicated Thus: _____

Site Area	277.5m ²
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- 2 MAR 2017

A	22/03/2017	SJB	ECH
Title block information updated to full stage 3			
-	25/01/2017	NC	JJS
Initial Issue			
REV	Date	Drawn by:-	Checked by:-
S2			
Purpose of Issue			
For Construction			
drawing stage			
Stage 3 - Shopfit			
client			
Domino's Pizza Group			
project		store	
3 South Parade, Tenby, SA70 7DG		PJ000561	
drawing title			
Location Plan			

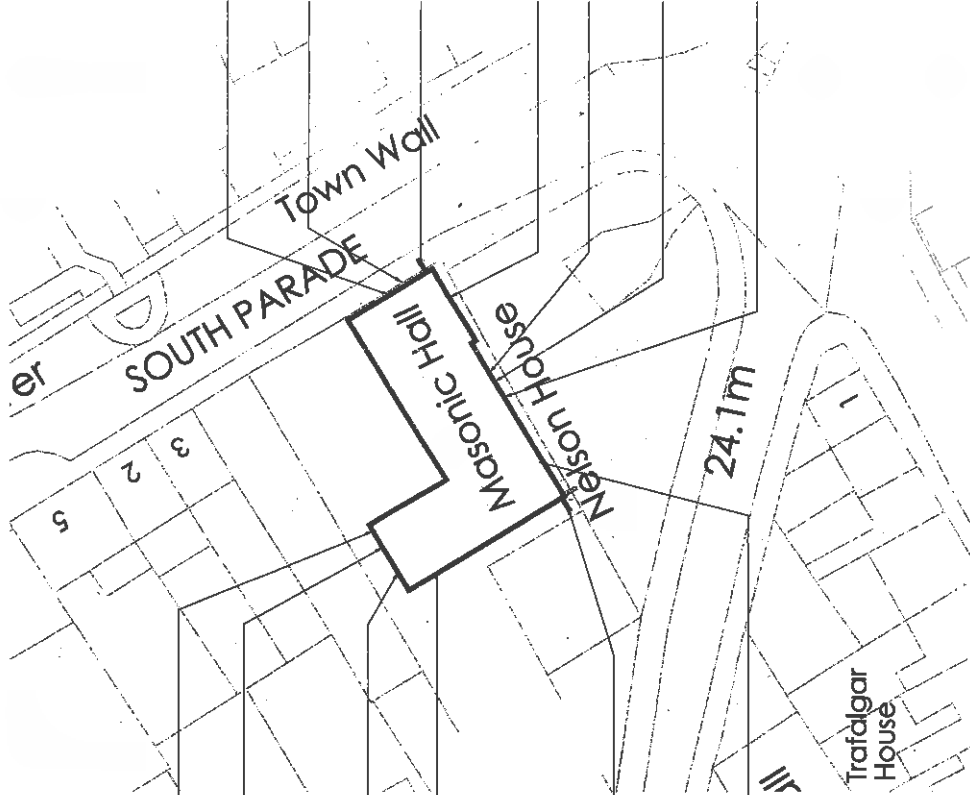
Location Plan

date	23/01/2017	drawn	NC
scale @A4	1:1250	checked	JJS

B9470-AEW-PJ000561-XX-DR-0007 - A
 NEW ARCHITECTURE AND DESIGN CONSULTANTS
 FREEWAY BUILDING 3 PRINCIPALS PLACE
 MANCHESTER M2 1AR 0161 274 4575 0161 274 4571



0 5 10 15 20 25m
Scale 1:500



Existing rear access door handed and installed with staff access controls. Door to be redecorated in RAL 7043 (Traffic Grey)

Proposed 400mm dia. Fresh air intake duct terminating in a high level PPC aluminium louvred wall grille (finished colour RAL 7043 Traffic Grey). Fan silencer to be installed in fresh air supply system to specialist design and details

Proposed acoustic louvred wall panel to M&E specialist sub-contractor design and details

Proposed 500mm dia. Oven extract duct terminating in high level PPC aluminium louvred wall grille (finished colour RAL 7043 Traffic Grey). Kitchen extract fan to specialist design and detail and please refer to Purified Air Ref: MW23001 for extract system odour abatement details.

Proposed new externally illuminated projecting sign - plywood hanging board with timber mouldings all around, fitted to ornamental hanging bracket to be externally illuminated from above by 2no. Extruded LED trough lights.

Proposed new full height glazing with frames decorated in RAL 7043 Traffic Grey

Retain existing entrance door, redecorate in RAL 7043 in Traffic Grey to match shopfront. Door handle to be full height, tubular PPC in RAL 9010 White

1No. Halo illuminated fascia sign to consist of individual built up letters and logo. White strapline to extend full width of fascia board.

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1No. Halo illuminated fascia sign to consist of individual built up letters and logo. White strapline to extend full width of fascia board.

All existing ground floor window frames and doors to be redecorated in RAL 7043 Traffic Grey

Note:
Build annotation refers to new signage application. All other text refers to amendments that form part of separate application Ref: Awaiting Ref No.

- 2 MAR 2017

NP 17 1 37

A	22/07/2017	418	EDH
Site location information updated to site plan 2			
	20/07/2017	NC	JL
1	18/08/2016		
BY	Date	Drawn by	Checked by
		Pages of one	
\$3		Per Construction	
		Stage 3 - Shopfit	
		Site No.	

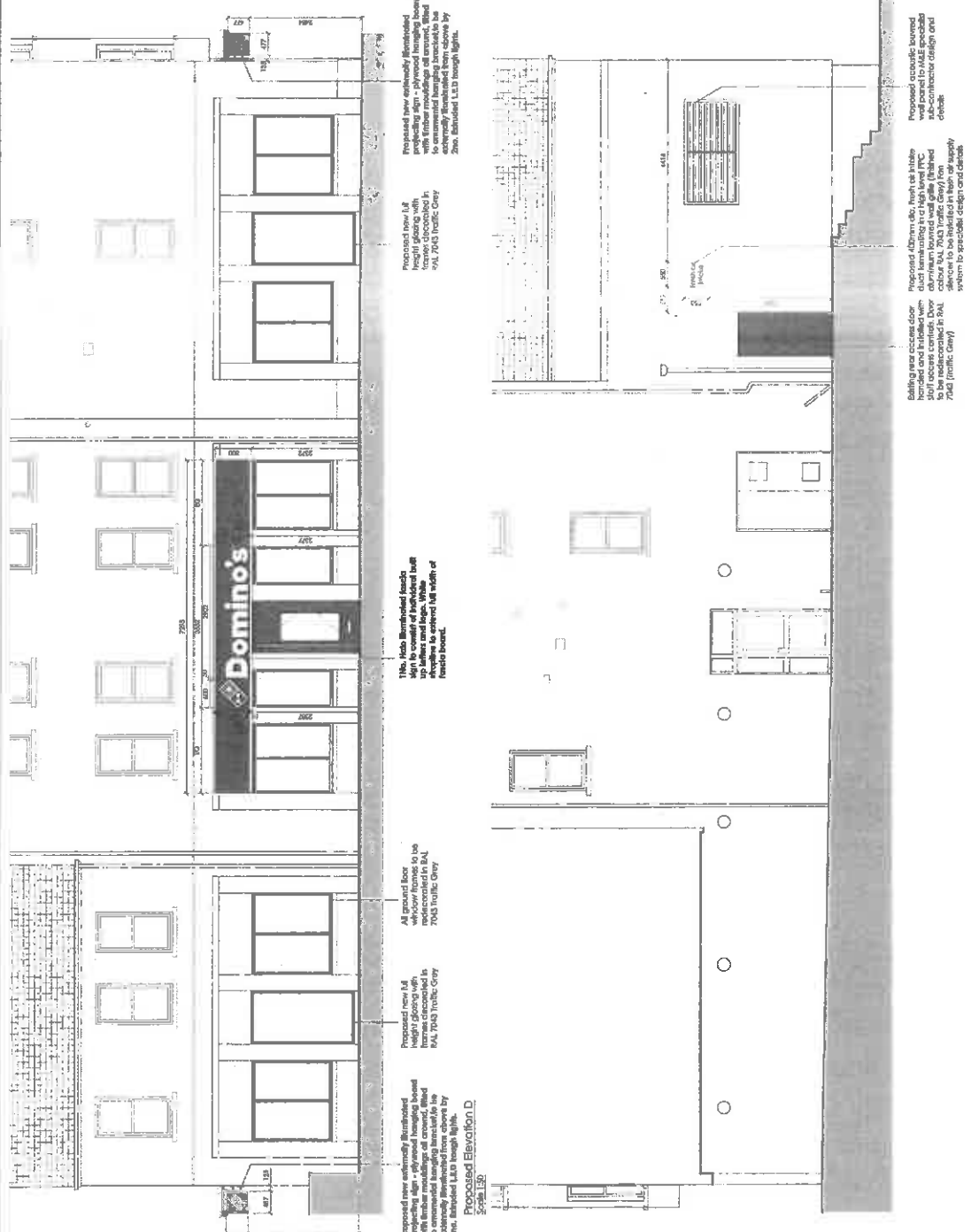
Project Name: Masonic Hall

Client: Masonic Hall

Scale: 1:500

Date: 18/08/2016

0 0.5 1.0 1.5 2.0 2.5m
Scale 1:50



NOTES

- All dimensions are shown on the drawing unless otherwise stated.
- Dimensions are to be taken to the center line of the element unless otherwise stated.
- The drawing is intended to be used for informational purposes only and is not to be used for construction.
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DESIGN HAZARD IDENTIFICATION

- All design hazards are identified in the drawing.
- The design hazards are identified in the drawing.
- The design hazards are identified in the drawing.

Proposed Elevation D
Scale 1:50

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

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Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed Elevation E
Scale 1:50

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed Elevation F
Scale 1:50

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed Elevation G
Scale 1:50

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed Elevation H
Scale 1:50

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed Elevation I
Scale 1:50

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed Elevation J
Scale 1:50

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

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Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed Signage Schedule

Type	Description	Material	Size	Quantity
Facade letters	Backlit full sign letters	Aluminum	As specified	200
Signage	Signage	Aluminum	As specified	200
Signage	Signage	Aluminum	As specified	200
Signage	Signage	Aluminum	As specified	200



Proposed Elevation E
Scale 1:50

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed Shopfront Elevations (Sheet 2)

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

Proposed new MB height glazing with 2m. Standard LED tough light.

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Proposed new MB height glazing with 2m. Standard LED tough light.