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15/2017/0893

Scale: 1:1250

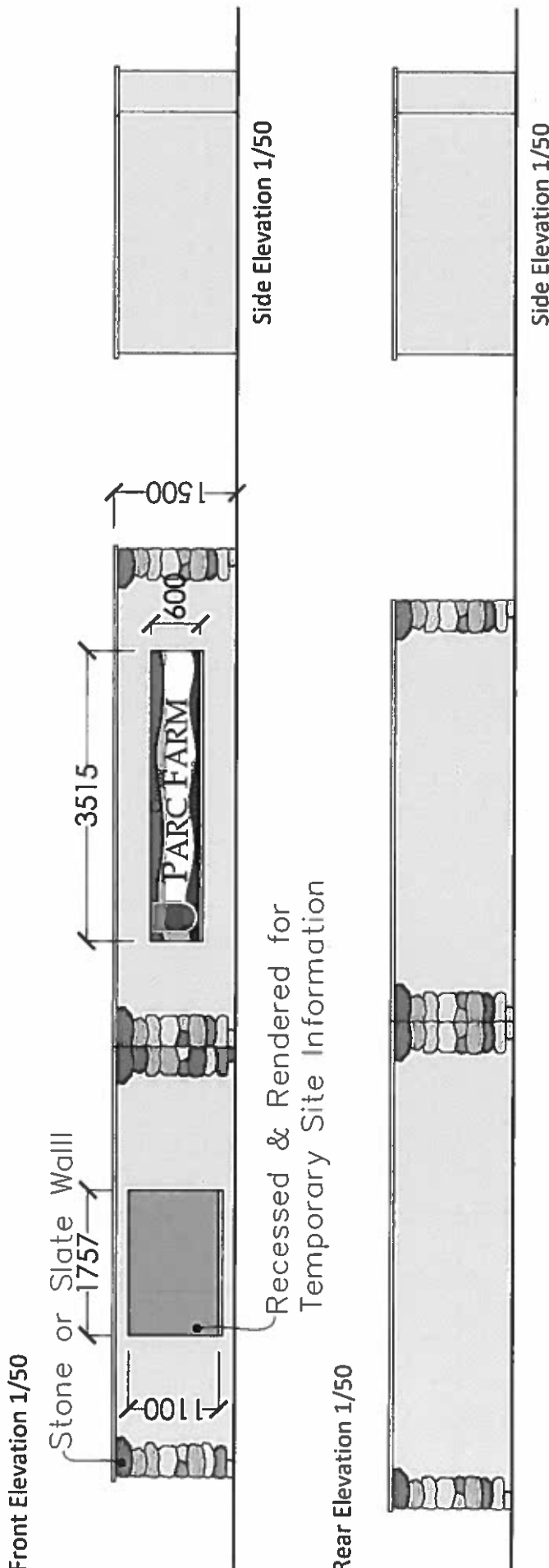
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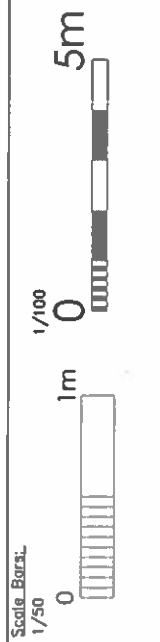
DETAILS OF SIGN



Recessed & Rendered for Temporary Site Information



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Job: Parc Farm Holiday Park,  
 Graianrhyd, Llanarmon-yn-Ial,  
 Denbighshire, CH7 4QW

Draw. Title: Proposed Wall Elevations

Drawing Notes: • Signage Graphics for visualisation only.		Drawing Number: 09	Date: 11/2017
		Drawn By: D.B	Checked By:
		Client: Vale Holiday Parks	Scale: 1/50
			A3







**WARD :** Llanarmon Yn Ial / Llandegla

**WARD MEMBER):** Councillor Martyn Holland

**APPLICATION NO:** 15/2017/0893/AD

**PROPOSAL:** Erection of a boundary wall with inset sign and display area

**LOCATION:** Parc Farm Holiday Park Llanarmon Yn Ial Mold

**APPLICANT:** Mr ScarrottVale Holiday Parks

**CONSTRAINTS:** PROWAONB

**PUBLICITY UNDERTAKEN:** Site Notice - No  
Press Notice - No  
Neighbour letters - Yes

**REASON(S) APPLICATION REPORTED TO COMMITTEE:**

**Scheme of Delegation Part 2**

- Recommendation to grant / approve – 4 or more objections received
- Member request for referral to Committee
- Community Council objection

**CONSULTATION RESPONSES:**

**LLANARMON YN IAL COMMUNITY COUNCIL:**

“Community Council feel these signs are far too large. If advertising ‘Cars for sale’ they would never be even considered at all and never allowed - just advertising. There is no need for this size of signage in a village / ANOB country setting. Council do not support the placing of the signs as they will obscure vision. They should not be placed on the main Graianrhyd Road; but much smaller and at the actual entrance of the park which is actually further back. Council ask for the full planning committee to review this application. Not supported.”

**CLWYDIAN RANGE AND DEE VALLEY AREA OF OUTSTANDING NATURAL BEAUTY JOINT ADVISORY COMMITTEE:**

“The Joint Committee welcomes deletion of the previously proposed freestanding wooden sign from this application.”

**DENBIGHSHIRE COUNTY COUNCIL CONSULTEES –**

- Highways Officer:  
No objections

**RESPONSE TO PUBLICITY:**

In objection

Representations received from:

D. Parks, Cefn y Coed, Graianrhyd Rd. Llanarmon yn Ial Dr. David Robertson, Warren, Graianrhyd Road, Llanarmon yn Ial.  
Susan Ashton, Fachddeiliog, Ty Nant, Maerdy, Conwy Peter Ashton, Parc Farmhouse, Llanarmon yn Ial

Summary of planning based representations in objection:

The sign will have a detrimental impact upon the amenity of the area / site is within an AONB  
The sign will have a detrimental impact upon highway safety/ sign is at a busy junction

Other matters

The location of the sign is not within the operational curtilage of the caravan park / the wording on the sign is misleading/ Parc Farm is a separate property / the sign is not a 'boundary wall' as described , but a freestanding advertising piece of wall housing an advert sign / only acceptable type of sign is a Brown sign showing the direction of the site.

**EXPIRY DATE OF APPLICATION: 08/11/2017**

**EXTENSION OF TIME AGREED TO 15/12/17**

**REASONS FOR DELAY IN DECISION (where applicable):**

- protracted negotiations resulting in amended plans
- re-consultations / further publicity necessary on amended plans and / or additional information
- awaiting consideration by Committee

**PLANNING ASSESSMENT:**

**1. THE PROPOSAL:**

1.1 Summary of proposals

- 1.1.1 The application is for consent to site a non illuminated sign advertising Parc Farm ( a long established holiday caravan site), on land on the south side of the B5430 Llanarmon – Grianrhyd road, at the junction with the minor road leading to the site entrance.
- 1.1.2 The plans show the sign would form part of a low stone and slate wall, with the text recessed into the face of the wall. The drawings at the front of the report show the detailing.
- 1.1.3 The wall would be 1.5m high and 11m long. The recessed panels for the text would be 1.1m high by 1.7m wide, and 0.6m high and 3.5m wide.
- 1.1.4 The sign would replace an existing collection of signs / banners in this location.

1.2 Description of site and surroundings

- 1.2.1 The sign would be located on land immediately south of the B5430, some 150m from the entrance into the site from the minor road off the B5430.
- 1.2.2 Parc Farm caravan site is some 1km to the east of Llanarmon yn Ial village.

1.3 Relevant planning constraints/considerations

- 1.3.1 The site is outside of any development boundaries defined in the LDP.
- 1.3.2 It is within the Clwydian Range and Dee Valley AONB.
- 1.3.3 A public right of way (footpath) runs to the immediate west of the site.

1.4 Relevant planning history

- 1.4.1 An application was submitted in 2014 for two signs in this location. The application was refused on grounds of impact having regard to the particular scale and design of the signs.
- 1.4.2 This application seeks to overcome the previous refusal.
- 1.4.3 There are currently unauthorised signs in this location, which have been the subject of complaints.



1.5 Developments/changes since the original submission

1.5.1 A freestanding sign has been removed from the proposal owing to concerns raised by the AONB committee.

1.6 Other relevant background information

1.6.1 The current, unauthorised signs are subject to enforcement investigation.

**2. DETAILS OF PLANNING HISTORY:**

2.1 15/2014/1353/AD - Display of Aluminium sign attached to steel posts (retrospective application). Refused 11/2/15 for the following reason:

*“It is the local planning authority's opinion that, having regard to the location of the advertisement in a prominent road side location, within a rural area and within the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty, and the scale and design of the signage, the advertisement would have an unacceptable impact on amenity of the locality.”*

**3. RELEVANT POLICIES AND GUIDANCE:**

The main planning policies and guidance are considered to be:

3.1 Denbighshire Local Development Plan (adopted 4<sup>th</sup> June 2013)

**Policy VOE2** – Area of Outstanding Natural Beauty and Area of Outstanding Beauty

3.2 Supplementary Planning Guidance  
Advertisements

3.3 Government Policy / Guidance

The Town and Country Planning (Control of Advertisements) Regulations 1992  
(advertisement regulations)

Planning Policy Wales (Edition 9) November 2016

Development Control Manual November 2016

TAN 7 – Outdoor Advertisement Control

3.4 Other material considerations

**4. MAIN PLANNING CONSIDERATIONS:**

The Control of Advertisement Regulations and Technical Advice Note 7, Outdoor Advertisements outline what the Local Planning Authority can take into account when determining an application for advertisement consent. Whilst the general approach to dealing with advertisement applications is similar to the process of dealing with planning applications, the display of outdoor advertisements can only be controlled in the interests of amenity and public safety. Additionally, it is accepted that anyone proposing to display an advertisement needs that advertisement in that particular location, whether for commercial or other reasons, so need for a sign is not a ground to consider granting or refusing to grant an advert application.

The following paragraphs in Section 4 of the report therefore refer to the context within which Advertisement applications have to be considered, and where relevant, to policies of the Denbighshire Local Development Plan, and to any other material planning considerations..

4.1 The main land use planning issues in relation to the application are therefore considered to be:

4.1.1 Principle

4.1.2 Visual amenity including impact upon the AONB

4.1.3 Highways safety

4.2 In relation to the main planning considerations:

#### 4.2.1 Principle

As noted above, advertisement regulations permit the display of advertisements, but set out the scope of powers of control for Local Planning Authorities where consent is required in order to ensure advertisements do not have unacceptable impacts. The regulations restrict considerations to impact on the amenity of the locality and public safety. The Local Planning Authority can only assess applications against these criteria, and not in respect of matters such as the reason for selecting a particular site.

Concern has been raised in relation to the principle of siting the proposed sign outside of the operational curtilage of the caravan park, and it has been suggested that 'brown signs' should be used instead. The Community Council are opposed to the application as they consider there is no need for this size of signage, and that they should not be placed on the main Graianrhyd Road; but be much smaller and at the actual entrance of the park.

The applicants have stated the sign is required in the proposed location as an advanced direction sign for people visiting the site.

Having regard to the restrictions within which the Local Planning Authority has to operate, and with respect to the concerns expressed over the need for a sign, the intention to erect the sign in the particular location and suggestions for an alternative type of sign, it is Officers' opinion that it would be inappropriate to oppose the application on this basis. The principle of erecting signs is acceptable under the regulations, and it is incumbent on the Authority to consider the acceptability of this sign solely in terms of impact on the amenity of the locality and public safety.

#### 4.2.2 Visual amenity including impact upon the AONB

Policy VOE 2 requires assessment of the impact of development within or affecting the AONB and AOB, and indicates that this should be resisted where it would cause unacceptable harm to the character and appearance of the landscape and the reasons for designation.

Planning Policy Wales section 5.3 refers to considerations to be given to conserving landscape and biodiversity, and in respect of statutory designations such as AONBs, confirms the primary objective for designation is the conservation and enhancement of their natural beauty, whilst noting the need to have regard to the economic and social well-being of these areas.

TAN 7 advises that it is reasonable for businesses located in the countryside to 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 advertisements does not spoil the appearance of open countryside.

The Community Council's concerns with regard to impact on the amenity of the area are that 'these signs are far too large'. Individual objectors consider the sign will have a detrimental impact upon the amenity of the area. The AONB committee have been consulted, and the plans have been amended taking into account their initial comments, by eliminating proposals for a second sign. The AONB Committee raise no objections to the proposal.

It is accepted that the site is located within the Area of Outstanding Natural Beauty, and the basis of the comments on the amenity impact of the sign are noted. However it seems relevant to point out that the proposed wall with inset sign would be 1.5 metres high and constructed of slate and stone, which in Officers' opinion would not be inappropriate in this location as the surrounding land rises up behind the site, and this area is heavily wooded, meaning the sign would only be visible when driving along the B road close to the junction.

In respecting comments on the amenity impact of the sign, in Officers opinion, based on the response of the AONB committee, that the proposed sign, by virtue of its size,

siting and materials would be sufficiently harmonious with its surroundings as to justify its consent, it is not concluded there is an amenity ground to justify refusal of consent.

#### 4.2.3 Public safety

The Advertisement Regulations and TAN 7 advise that when determining an application for advertisement consent, the Authority should assess the impact on public safety, having regard to its effect upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), including the likely behaviour of vehicle drivers who will see the advertisement.

The Community Council do not support the placing of signs as they consider vision would be obscured. Private individuals also express concerns over highway safety impacts.

Factually, the sign would be located approximately 1.5 metres back from the highway, be 1.5 metres high and would not be illuminated or feature any text/graphic of a distracting nature. The Highway Officer has been consulted and raises no objection.

Whilst noting the objections received, it is not considered that the proposal would obscure visibility at the adjacent junction, and as the sign does not feature any text, graphic or illumination likely to distract drivers on the adjacent highway, it is considered that the proposal is acceptable and would not result in a loss of public or highway safety.

#### Other matters

In respecting representations over the location of the sign outside the caravan park, its wording, and the preference of use of a tourist 'white on brown' directional sign, these are not matters which the Local Planning Authority can take into account in determining the application.

#### Well – being of Future Generations (Wales) Act 2015

The Well-being of Future Generations (Wales) Act 2015 imposes a duty on the Council not only to carry out sustainable development, but also to take reasonable steps in exercising its functions to meet its sustainable development (or well-being) objectives. The Act sets a requirement to demonstrate in relation to each application determined, how the development complies with the Act.

The report on this application has been drafted with regard to the Council's duty and the "sustainable development principle", as set out in the 2015 Act. The recommendation takes account of the requirement to ensure that present needs are met without compromising the ability of future generations to meet their own needs. It is therefore considered that there would be no significant or unacceptable impact upon the achievement of well-being objectives as a result of the proposed recommendation.

## **5. SUMMARY AND CONCLUSIONS:**

5.1 Whilst noting the comments of the objectors and the alternative suggestions for signage, the application must be determined as submitted, and on the basis of impact on amenity and public safety

5.2 In Officers' opinion, it is considered the signage is acceptable.

5.3 It is therefore recommended that Advertisement Consent be granted.

**RECOMMENDATION: GRANT-** subject to the following conditions:-

1. The consent hereby granted relates to the following plans and drawings:
  - (i) Planning Statement - Received 12 September 2017
  - (ii) Existing Elevations (Drawing No. 03) - Received 12 September 2017
  - (iii) Existing Site and Floor Plans (Drawing No. 04) - Received 12 September 2017
  - (iv) Existing Photographs (Drawing No. 05) - Received 12 September 2017
  - (v) Proposed Elevations (Drawing No. 09) - Received 09 November 2017
  - (vi) Proposed Floor Plans and Visualisations (Drawing No. 10) - Received 07 November 2017
  - (vii) Existing Site Plan (Drawing No. 02) - Received 12 September 2017
  - (viii) Proposed Site Plan (Drawing No. 08) - Received 07 November 2017
  - (ix) Location Plan (Drawing No. 01) - Received 12 September 2017
2. No works on the stone wall shall be permitted to commence until the written approval of the Local Planning Authority has been obtained to the type of stone and mortar mix to be used in its construction. The wall shall be built in accordance with the approved detail.
3. All existing signage in the area immediately adjoining the proposed wall sign shall be removed no later than the completion of the proposed sign.

The reasons for the conditions are:-

1. For the avoidance of doubt.
2. In the interests of visual amenity.
3. In the interests of visual amenity.