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15/2018/1130

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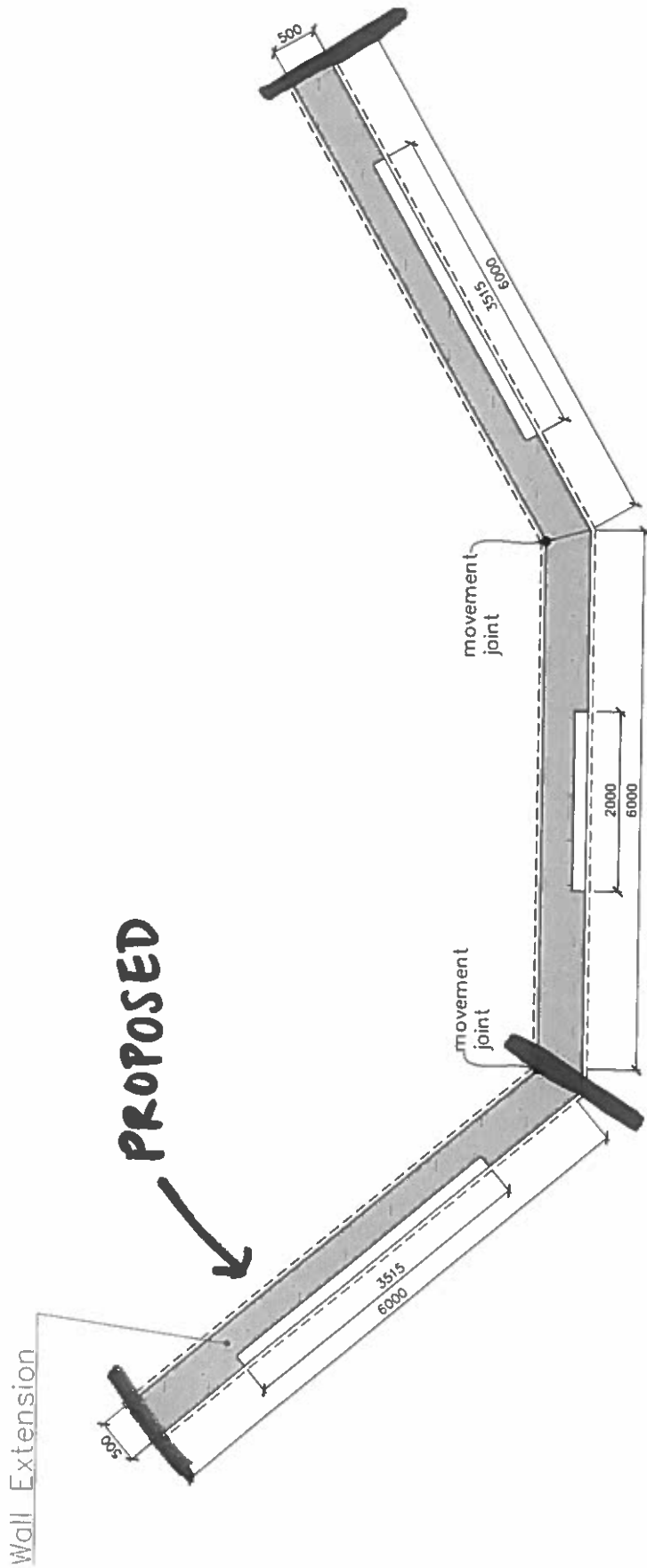
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Planning Plotting Sheet Index
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PROPOSED BLOCK PLAN



AS EXISTING

APPROVED 2017 (REF 15/2017/0893)

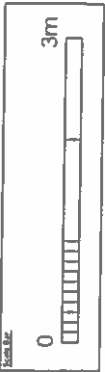
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PROPOSED

Proposed Signage Wall Extension @
 Parc Farm Holiday Park,
 Llanamonyddal
 Denbighshire,
 CH7 4QW

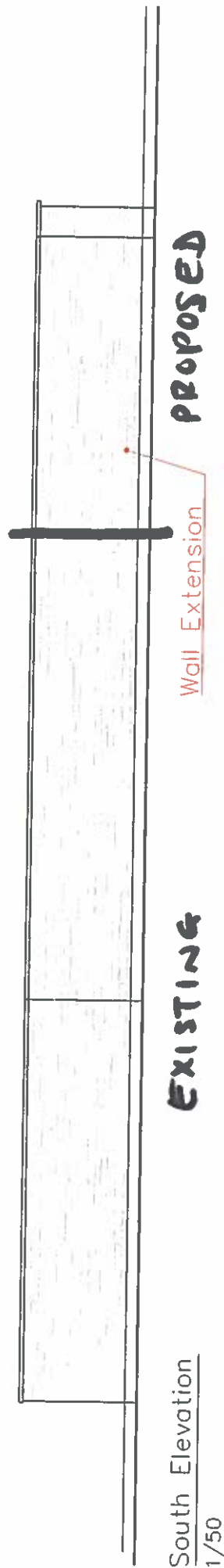
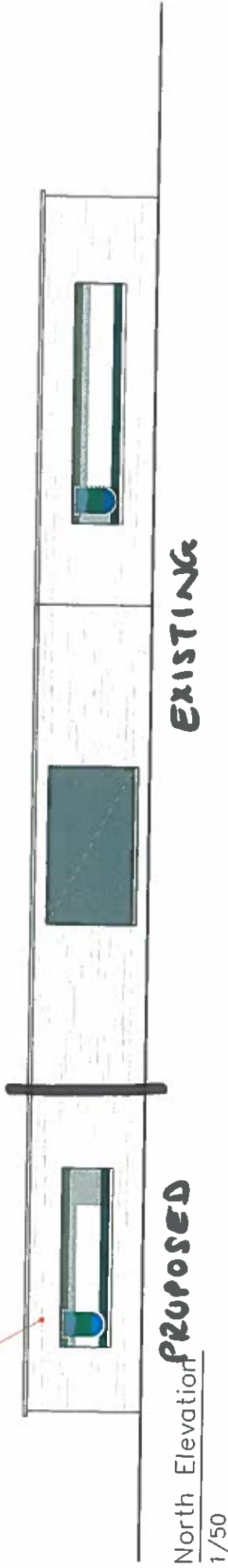
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 Date: 15/01/18
 Checked By: N/A
 Status: TO BE

Gerald Blain Associates Limited
 15 Wainwright Street, Wrexham, Clwyd, LL11 1AA
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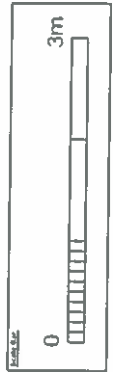
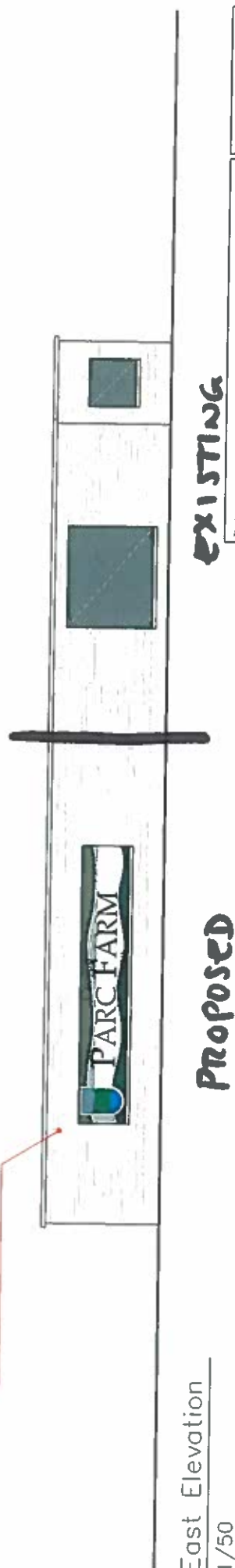


PROPOSED ELEVATIONS

Wall Extension



Wall Extension



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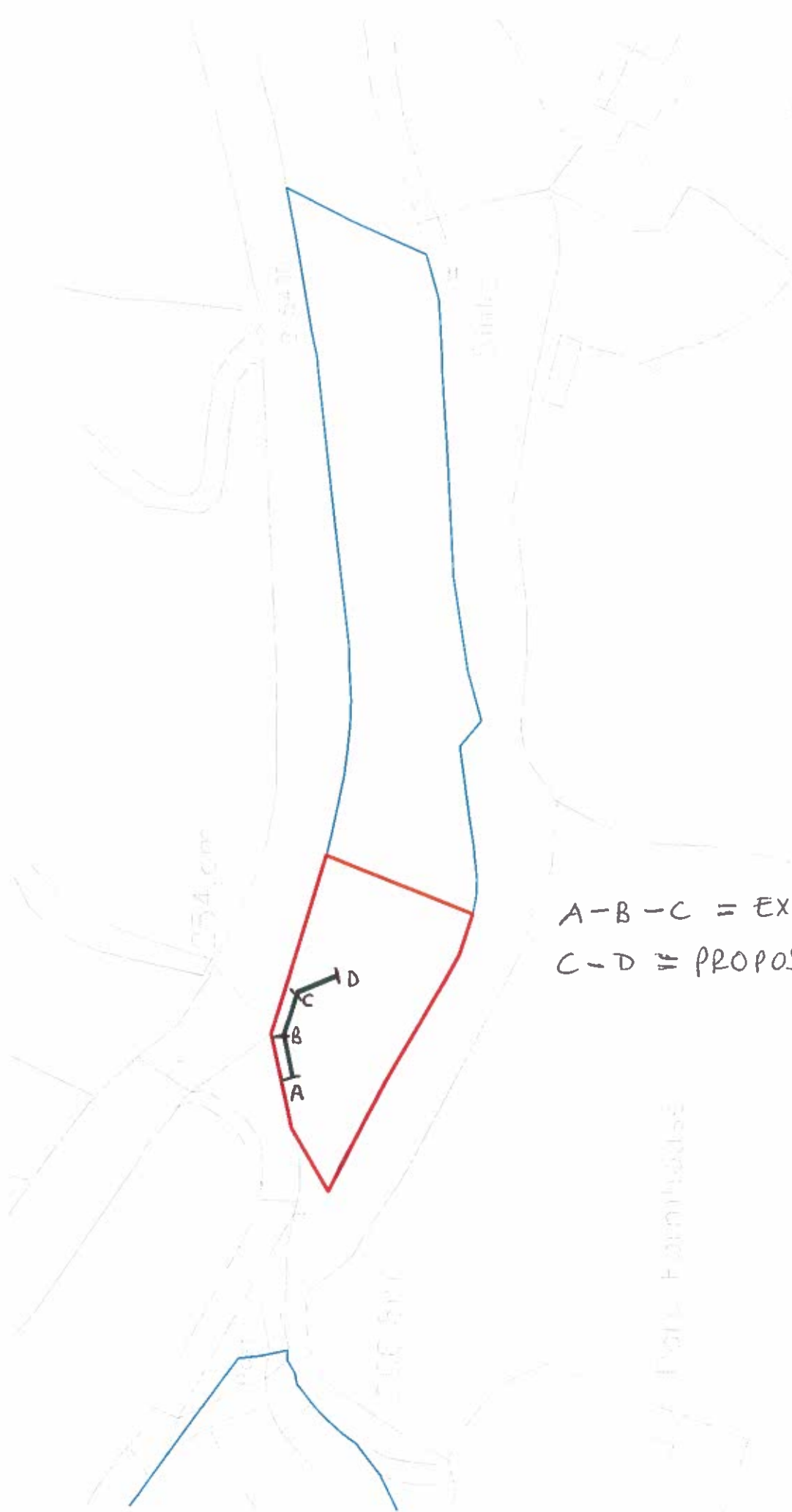
Proposed Signage Wall Extension @ Parc Farm Holiday Park, Llanamon-y-fal Denbighshire, CH7 4QW

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Drawn By: [Signature]

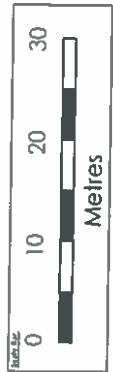
Yale Holiday Parks
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Date: 03/10/18
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Drawn By: [Signature]


GERALD BLAIN ASSOCIATES LTD
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PROPOSED SITE PLAN



A-B-C = EXISTING SIGN
 C-D = PROPOSED SIGN





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Client	
Proposed Signage Wall Extension @ Parc Farm Holiday Park, Llanarmon-yn-Ial, Denbighshire, CH7 4QW	
Date: 11/11/18	
Scale: 1:500	
Drawing No: 003	
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Checked by: [blank]	
Date: 11/11/18	

WARD : Llanarmon Yn Ial / Llandegla

WARD MEMBER: Councillor Martyn Holland

APPLICATION NO: 15/2018/1130/ AD

PROPOSAL: Erection of stone wall with inset hoarding sign as an extension to an existing stone wall

LOCATION: Parc Farm Caravan Park Llanarmon Yn Ial Mold

APPLICANT: Mr Scarrott Vale Holiday Parks

CONSTRAINTS: None

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

REASON(S) APPLICATION REPORTED TO COMMITTEE:
Scheme of Delegation Part 2

- Member request for referral to Committee

CONSULTATION RESPONSES:
LLANARMON YN IAL COMMUNITY COUNCIL
No response received (due

AREA OF OUTSTANDING NATURAL BEAUTY JOINT ADVISORY COMMITTEE
“The Joint Committee has no objection to this current application to extend the existing wall and inset sign, but considers that no further applications for signage should be permitted in this location. The committee would suggest a note to applicant to this effect should be attached to any permission.”

DENBIGHSHIRE COUNTY COUNCIL CONSULTEES
- HIGHWAY OFFICER
No objection

RESPONSE TO PUBLICITY:
No representations received.

EXPIRY DATE OF APPLICATION: 17/04/2019

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 Caravan Park, on land on the south side of the B5430 Llanarmon – Graianrhyd 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. It would be built as an extension to an existing stone wall boundary sign.

- 1.1.3 The wall would be 1.5m high and 6m long. The recessed panels for the text would be 0.6m high by 3.5m wide.

The drawings at the front of the report show the detailing.

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 Park 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 Local Development Plan.

- 1.3.2 The site is within the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty (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 Following that application, a further application was made to erect a stone wall that would serve as signage for the site. This was granted consent and has been implemented.

- 1.4.3 The current application seeks to extend the existing signage so that it is also visible to people approaching the site from the east.

1.5 Developments/changes since the original submission

- 1.5.1 None.

1.6 Other relevant background information

- 1.6.1 None.

2 DETAILS OF PLANNING HISTORY:

2.1 15/2014/1353/AD - Display of Aluminium sign attached to steel posts (retrospective application).

Refused under Delegated Powers 11th February 2015 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."

15/2017/0893/AD - Erection of a boundary wall with inset sign and display area. GRANTED at Planning Committee 13th December, 2017.

3 RELEVANT POLICIES AND GUIDANCE:

The main planning policies and guidance are considered to be:

3.1 Denbighshire Local Development Plan (adopted 4th June 2013)

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

Supplementary Planning Guidance
Supplementary Planning Guidance Note: Advertisements

National Legislation
The Town and Country Planning (Control of Advertisements) Regulations 1992
TAN 7 – Outdoor Advertisement Control (1996)
TAN 18 – Transport (2007)

4 MAIN PLANNING CONSIDERATIONS:

4.1 The main issues in relation to the application are considered to be:

- 4.1.1 Principle
- 4.1.2 Visual amenity
- 4.1.3 Public Safety

4.2 In relation to the main planning considerations:

4.2.1 Principle

The Advertisement Regulations set out categories of signs etc. which may be displayed without the need for consent from the Local Planning Authority. Those advertisements which fall outside these 'deemed consent' provisions require 'express consent' from the Authority.

The Authority's powers under the regulations in relation to advertisements requiring consent can be exercised..." only in the interests of amenity and public safety, taking account of material factors" (Regulation 4).

The principle of displaying advertisements is therefore acceptable subject to due consideration of the amenity and public safety impacts, which are reviewed in respect of the particular application below.

4.2.2 Amenity of the Locality/AONB

In relation to the amenity considerations relevant to the assessment of an advertisement application, Regulation 4(a) refers to..." 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".

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.

This reflects guidance in Planning Policy Wales 10 (PPW 10) which requires planning authorities to give great weight to conserving and enhancing the natural beauty of AONBs, and should have regard to the wildlife, cultural heritage and social and economic well-being of the areas. The special qualities of designated areas should be given weight in the development management process. Proposals in AONBs must be carefully assessed to ensure that their effects on those features which the designation is intended to protect are acceptable. The contribution that development makes to the sustainable management of the designated area must be considered.

TAN 7 Outdoor Advertisement Control 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 Council's SPG 'Advertisements' provides detailed guidance on the approach to signage and encourages high standards in terms of location, size, design, and use of materials.

The AONB committee have not raised an objection in relation to the proposals impact upon the amenity of the area, or the wider AONB.

Having regard to the detailing of the sign proposed, it is considered that the proposal is for a modest extension to an existing stone wall sign. It 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 Officers opinion and based on the response of the AONB committee, it is considered that the proposed sign, by virtue of its size, siting and materials would be sufficiently harmonious with its surroundings to justify its consent and it is not concluded there is an amenity ground to justify refusal of consent.

4.2.3 Public Safety

In relation to the public safety considerations relevant to the assessment of an advertisement application, Regulation 4(b) refers to"(i) the safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome; and (ii) 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 representations in relation to the public safety impacts. The Highways Officer has not objected to the proposal.

Having regard to the detailing of the sign proposed, it is the opinion of Officers that the proposal would not obscure visibility at the adjacent junction, and as the sign does not feature any text, graphic or illumination it is not likely to distract drivers on the adjacent highway. It is therefore considered that the proposal is acceptable and would not result in a loss of public or highway safety.

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 taken into account the requirements of Section 3 'Well-being duties on public bodies' and Section 5 'The Sustainable Development Principles' of the Well-being of Future Generations (Wales) Act 2015. The recommendation is made in accordance with the Act's sustainable development principle through its contribution towards Welsh Governments well-being objective of supporting safe, cohesive and resilient communities. 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 Taking account of the above, it is concluded that the proposal is acceptable and is recommended for grant.

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

The reasons for the conditions are:-

1. For the avoidance of doubt.