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Tel: 01824 706800 Fax: 01824 706709

Heading:

REFERENCE NO. 43/2012/0816/AD
Land at Ffordd Pendyffryn,
Prestatyn

18



Application Site

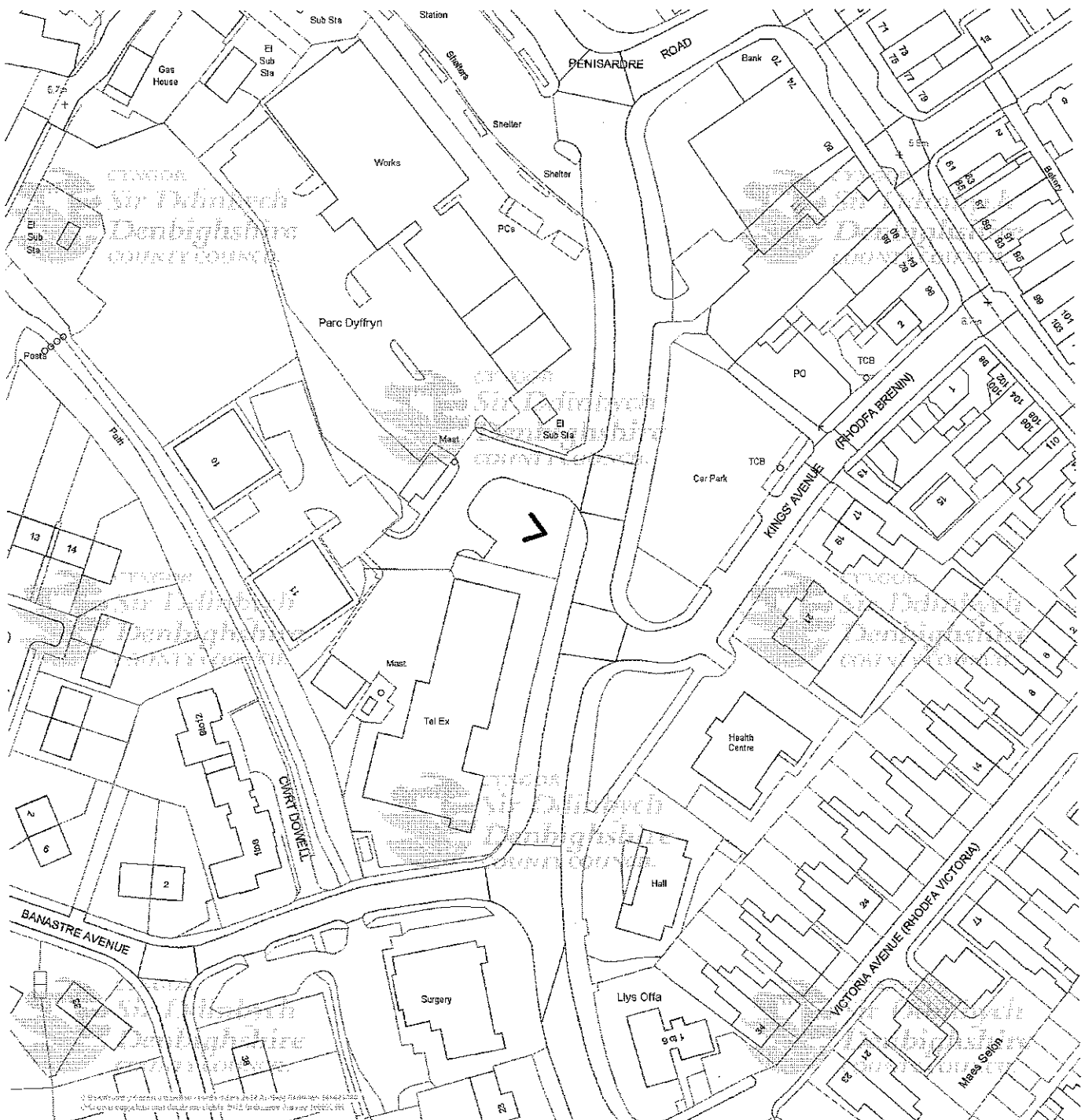


Date 22/8/2012

Scale 1/1250

Centre = 306501 E 382806 N

This plan is intended solely to give an indication of the LOCATION of the application site which forms the subject of the accompanying report. It does not form any part of the application documents, and should not be taken as representative of the proposals to be considered, which are available for inspection prior to the meeting.



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Atgynhychir y map hwn o ddeunydd yr Ordnance Survey gyda chaniatâd yr Ordnance Survey ar ran Rheolwr Llyfrfa Ei Mawrhydi © Hawffraint y Goron. Mae atgynhychu heb ganiatâd yn torri hawffraint y Goron a gall hyn arwain at erlydd neu achos sifil. Cyngor Sir Ddinbych. 100023408. 2011.

Project 3 / 2012 / 0816 / A D

ADVERTISING SIGN
TO BOUNDARY VERGE

Unit 11 & 12
Park Dyffryn
Ffordd Pendyffryn
Prestatyn
Denbighshire
LL19 9DG

Client:

Mr. Peter Duffy
42 Grosvenor Road
Prestatyn
Denbighshire
LL19 7NP

T: 01745 857 513
M: 07768 150 842

SIGN DETAIL

Drawing No: PD/001/05/2012

Page: 01/01

Scale: 1:25

(or as indicated)

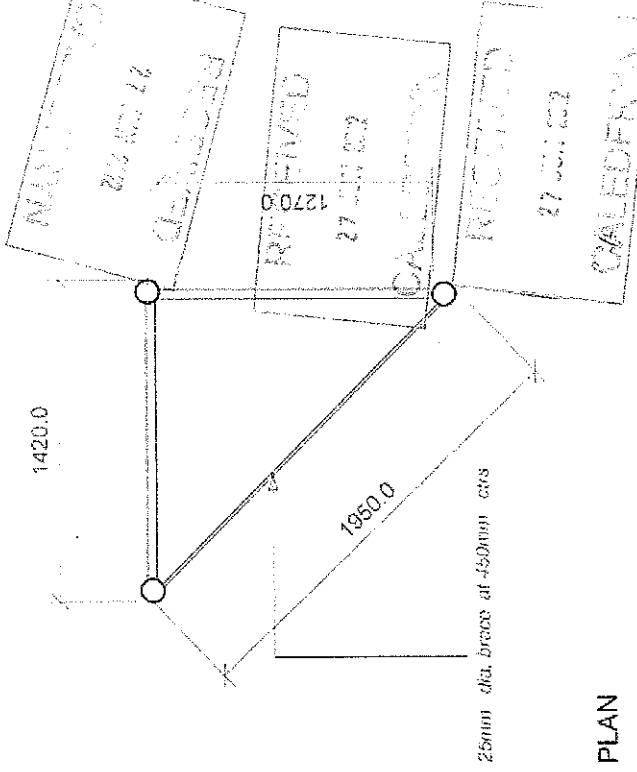
Drawn By:

CPM

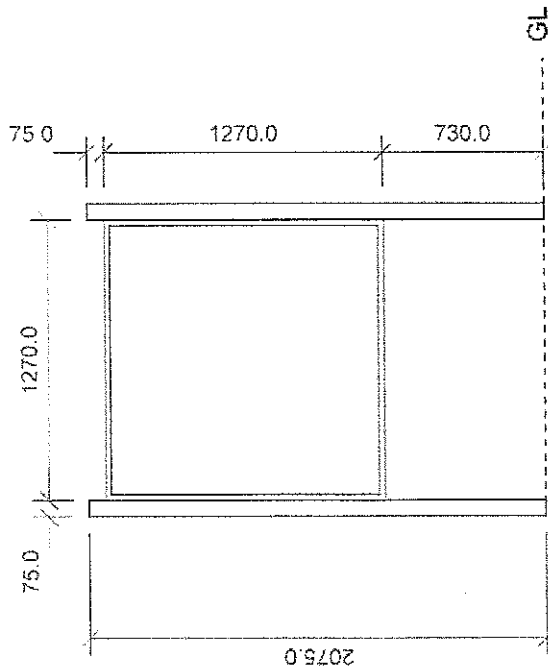
Building Regs

Full Planning

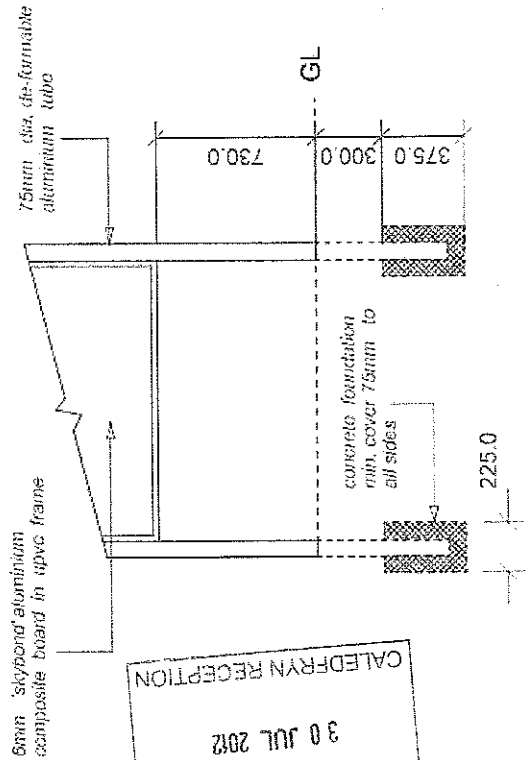
Checked:



PLAN



SIDE ELEVATION



FOUNDATION DETAIL



sign01

RECEIVED
30 JUL 2012
CALEDFRYN RECEPTION

SIGN LOCATION

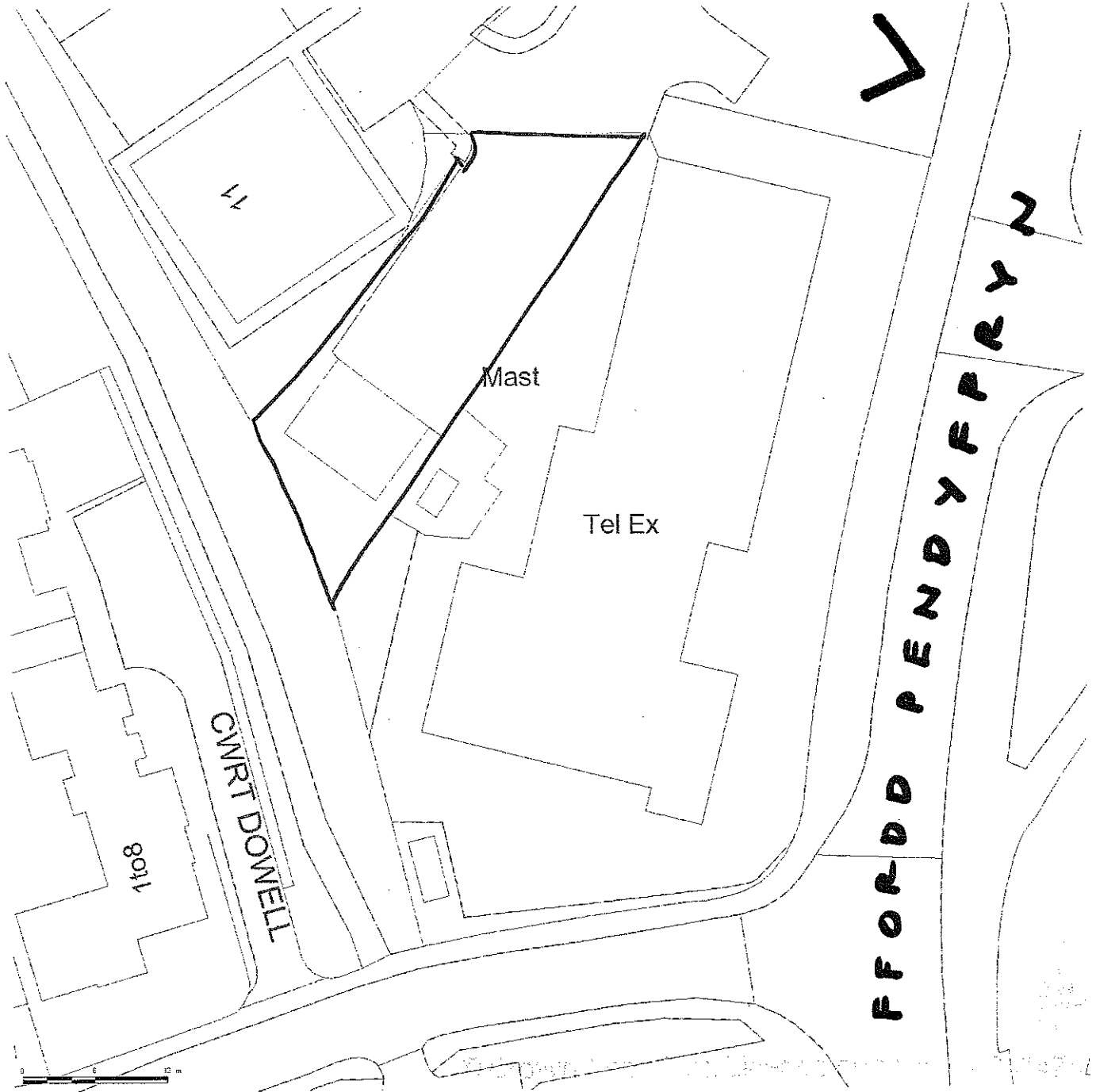
43 / 2012 / 0816 / AD

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BLOCK PLAN
AREA 90m x 90m
SCALE 1:500

CENTRE COORDINATES: 306472, 382771



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15/07/2012 10:16:35

RECEIVED
30 JUL 2012
CALEDFRYN RECEPTION

DXR

ITEM NO: 18
WARD NO: Prestatyn Central
APPLICATION NO: 43/2012/0816/ AD
PROPOSAL: Display of non-illuminated V-shaped free-standing sign
LOCATION: Land At Ffordd Pendyffryn Prestatyn
APPLICANT: Mr Peter Duffy
CONSTRAINTS: Groundwater Vulnerability 2
CLB-Class B Road
Article 4 Direction
PUBLICITY UNDERTAKEN: Site Notice - No
Press Notice - No
Neighbour letters - Yes

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

- Application submitted on behalf of County Councillor

CONSULTATION RESPONSES:

PRESTATYN TOWN COUNCIL

'Observation. A multiple sign indicating names of all business units located on industrial park should be provided. Concern expressed about setting precedent for individual signage at entrance to site'

DENBIGHSHIRE COUNTY COUNCIL CONSULTEES

HEAD OF HIGHWAYS AND INFRASTRUCTURE

No objection

RESPONSE TO PUBLICITY: None

EXPIRY DATE OF APPLICATION: 24/09/2012

PLANNING ASSESSMENT:

1. THE PROPOSAL:

1.1 Summary of proposals

1.1.1 The proposal is for the erection of a non-illuminated free standing 'V' Shaped sign on land at Ffordd Pendyffryn, Prestatyn relating to business premises nearby.

1.1.2 The proposed sign would have a maximum height of 2.1m. The panels of the sign would measure 1.3m in width.

1.2 Description of site and surroundings

1.2.1 The site is a grassed area adjacent to a number of commercial properties.

1.3 Relevant planning constraints/considerations

1.3.1 The site lies within designated employment land within the development boundary of Prestatyn as defined by the Denbighshire Unitary Development Plan.

1.4 Relevant planning history

1.4.1 Erection of factory units granted permission in 1986.

1.5 Developments/changes since the original submission

1.5.1 None

1.6 Other relevant background information

1.6.1 The application is reported to Planning Committee as the applicant is Councillor Peter Duffy.

2. DETAILS OF PLANNING HISTORY:

2.1 Erection of three small factory units GRANTED 07/01/1986.

3. RELEVANT POLICIES AND GUIDANCE:

The main planning policies and guidance are considered to be:

3.1 DENBIGHSHIRE UNITARY DEVELOPMENT PLAN (adopted 3rd July 2002)

Policy GEN 1 - Development within Development Boundaries

Policy GEN 11 - Advertisements within Development Boundaries

3.2 Supplementary Planning Guidance

SPG 17 - Advertisements

3.3 GOVERNMENT POLICY GUIDANCE

Planning Policy Wales 2011

4. MAIN PLANNING CONSIDERATIONS:

4.1 The main land use planning issues are considered to be:

4.1.1 Principle

4.1.2 Visual Amenity

4.1.3 Highways Safety

4.2 In relation to the main planning considerations:

4.2.1 Principle

Policy GEN 11 allows advertisements within development boundaries subject to compliance with detailed policy tests. As the site lies within the development boundary of Prestatyn it is considered that the proposals are acceptable in principle

4.2.2 Visual amenity

Policy GEN 11 requires that advertisements within development boundaries are of a size and type that relate well to the building on which they are sited, are of a high standard of design and materials and are in keeping with the surrounding street scene.

The observations of the Town Council, in relation to a single sign representing all businesses and the potential for proliferation of signs are noted. The grass verge on which the sign would be located has 2no. existing signs relating to adjacent businesses.

The proposed sign is located on a grass verge in close proximity to a number of commercial buildings. The advertisement would have a maximum height of 2.1m and would comprise of aluminium composite boarding in a uPVC frame mounted on aluminium tubing supports. The signs would be red with white text.

It is considered that the location, design and scale of the of the proposals in relation to the street scene and adjacent buildings would have an acceptable visual impact. In relation to concerns about the potential for unacceptable proliferation of signage, Officers do not consider that the proposals to introduce a third sign to the verge would have an unacceptable visual impact. Further applications for signage in the locality would have to be assessed carefully to ensure that there is not an unacceptable proliferation, but as there are only a limited number of businesses on land at Parc Dyffryn, the prospect for further applications is limited. In relation to the suggestion of a single sign, Officer's agree that this may be a preferable approach, however it is noted that the application must be determined on the basis of what is submitted and not whether preferable alternatives exist.

4.2.3 Highways Safety

Policy GEN 11 requires that proposals are located so as not to cause a highway safety hazard.

The sign is located on a grass verge as is set back approximately 7m from the highway and 10m from the nearest junction.

It is considered that the proposed advertisement would not have an unacceptable impact on highway safety due to its scale design and location.

5. SUMMARY AND CONCLUSIONS:

5.1 The development is considered to comply with the relevant policy tests and is therefore recommended for grant.

RECOMMENDATION: GRANT - subject to the following conditions:-

1. No conditions imposed.

NOTES TO APPLICANT:

None