

REFERENCE: A/22/25/ADV

APPLICANT: G24 Ltd 10
Buckingham House, Station Road, Gerrards Cross, Bucks SL9 8EL

LOCATION: Kenfig Nature Reserve, Kenfig, Bridgend CF33 4PT

PROPOSAL: Non-illuminated pole mounted parking signs

RECEIVED: 16 September 2022

SITE INSPECTED: 14 October 2022

APPLICATION/SITE DESCRIPTION

Retrospective advertisement consent is sought for an external signage scheme within the large car parking area of Kenfig Nature Reserve, Kenfig.



Fig. 1 – Layout and siting of the signs.

Following discussion and negotiation with the applicant/agent, and the subsequent removal of signs and poles from the site, the application now seeks consent for the siting of thirty signs in total.

These comprise both English and Welsh signage, back to back signs, signs erected on the pay kiosks and signs on the main building at the site. The scheme includes tariff signs, entry signs and terms and conditions signs, each measuring 450mm x 650mm. None of the metal/aluminium signs are illuminated in nature and the signs are largely pole mounted. Three of the signs are yet to be erected/sited toward the car park entrances which are intended to highlight a ten minute 'grace period' for users of the car parking facility.

The signs were erected in September 2022 and advertise the fees being charged to users of the car park that have recently been introduced. A separate planning application has been submitted for the kiosk structures and cameras also recently erected at the site, P/22/463/FUL refers.



Fig. 2 – Examples of the signs erected

The application site comprises the large car parking areas associated with Kenfig National Nature Reserve/Kenfig Visitor Centre that is situated within the countryside of Kenfig, near Pyle, Bridgend.

The car parking areas are largely flat areas defined by tarmac areas and concrete/grasscrete parking spaces. The main visitor centre building is situated beyond the car parking spaces to the west, south-west of the site. There are a number of residential properties situated to the east of the site beyond the main public highway and points of vehicle access to the car parking areas.

The application site sits within a Special Landscape Area and the National Nature Reserve although the car parking areas fall outside the identified boundaries of the Site of Special Scientific Interest and the Special Area of Conservation.



Figure 3 – Photographs of the erected signs at the site.

RELEVANT HISTORY

P/22/463/FUL - Installation of tickets kiosk machines x 3 and ANPR cameras, laying of CAT 6 and armoured cable to each car park kiosk/camera and reception - Pending

P/21/327/FUL - Alterations and adaptations to form a cafe area – Conditional Consent 21/07/2022

P/05/824/BCB – Extension to Visitor Centre – Conditional Consent 05/08/2005.

P/04/1528 – Extension to Nature Centre – Approved 01/02/2005.

PUBLICITY

The application has been advertised on site.

Neighbours have been notified of the receipt of the application.

The period allowed for response to consultations/publicity has expired.

CONSULTATION RESPONSES

Cornelly Community Council comment as follows:

- The height of the poles appears to be excessive.
- The application does not include poles that have already been installed, after the date the application was submitted

Highway Officer – no objection subject to condition

REPRESENTATIONS RECEIVED

It is acknowledged the associated planning application at this site, P/22/463/FUL refers, has generated a level of neighbour objection, with comments relating to the adverse visual impact of the development (pay kiosks and cameras) including the visual impact of the erected signage at the site. Although in particular reference to this advertisement application there has been one specific letter of objection received against the proposal from the occupiers of Penylan Lodge, Ton Kenfig who have also registered a request to speak at Committee.

The objections raised are summarised, as follows:

The site subject of the application is a National Nature Reserve (NNR), a Site of Special Scientific Interest(SSSI), and a Special Area of Conservation (SAC) I consider the number, height and appearance of the posts with signage (advertisements) attached to them is excessive, and has an adverse effect on the character and appearance of a conservation area.

It would appear in order to reduce the visual impact by these poles and signs on the area the applicant has doubled up the signs on the poles so they are back to back with each other to reduce the visible surface area of the advertisement unlike the photographs that accompanied the original application of 21/9/22. It is quite concerning that all the English signs are now clearly visible whereas the Welsh version display away from the car park and are not clearly visible to visitors. The Welsh language sign is being treated less favourably to the English version as you have to walk to the back of the sign in order to read it.

COMMENTS ON REPRESENTATIONS RECEIVED

The visual impact of the scheme is fully considered in the appraisal section of this report and whilst needing careful consideration given the context of the application site and its siting effectively within the Kenfig National Nature Reserve, the advertisements have been erected largely within the boundaries of the car parking areas associated with the site. The

scheme has been amended to reduce the overall number of pole mounted signs at the site and does include the provision of both Welsh and English signage. The signage scheme, on balance, is not considered overly obtrusive within its setting and is not considered to have such an adverse impact on the wider setting and character of the Nature Reserve to warrant the refusal of the advertisement application in this respect.

PLANNING POLICY

Local Policies

The Bridgend Local Development Plan 2006-2021 (LDP) was formally adopted by the Council in September 2013, within which Policy SP2 Design and Sustainable Place Making is relevant:

National Policies

In the determination of a Planning application regard should also be given to the requirements of National Planning Policy which are not duplicated in the Local Development Plan. The following Welsh Government Planning Policy is relevant to the determination of this planning application:

Future Wales – the National Plan 2040

Planning Policy Wales Edition 11

Planning Policy Wales TAN 7

Planning Policy Wales TAN 12

Outdoor Advertisement Control
Design

Well-being of Future Generations Act 2015

The Well-being of Future Generations Act 2015 imposes a duty on public bodies to carry out sustainable development in accordance with sustainable development principles to act in a manner which seeks to ensure that the needs of the present are met without comprising the ability of future generations to meet their own needs (Section 5).

The well-being goals identified in the act are:

- A prosperous Wales
- A resilient Wales
- A healthier Wales
- A more equal Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh language
- A globally responsible Wales

The duty has been considered in the assessment of this application. It is considered that there would be no significant or unacceptable impacts upon the achievement of well-being goals/objectives as a result of the proposed development.

APPRAISAL

The application is reported to Development Control Committee given the objections received against the scheme and for Members to duly consider this application in line with the full planning application also submitted at the site, P/22/463/FUL refers.

The Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) and Technical Advice Note 7 'Outdoor Advertisement Control' ('TAN 7', November 1996) requires that, in considering applications for the display of advertisements, Local Planning Authorities shall exercise their powers only in the interests of amenity and public safety, taking account of any material factors, and in particular, in the case of amenity, the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Therefore, in considering and determining this advertisement application, the primary considerations are the effect on the amenity of the area taking account of the general characteristics of the locality and the impact on public/highway safety.

In terms of the amenity impact, whilst the context of the application site is fully recognised and acknowledged in this case with the site being situated in the countryside and effectively within Kenfig National Nature Reserve, the signage scheme has been erected within the long-established car parking facility that largely supports users of the wider site. Following a level of negotiation and discussion with the applicants and agents the overall number of signs has been reduced at the site and certain signs clustered together (back-to-back) and attached to the pay kiosks to reduce their overall visual impact. The general scale and siting of the signs that carry information on the recently introduced car parking fees at the site, are on balance, therefore considered visually acceptable and generally appropriate to the large car parking facility that they relate.

None of the signs are considered to be of an overly obtrusive or visually jarring nature with other signage being erected within and around the main nature reserve building and it is not considered uncommon to have such a large car parking facility benefit from a level of signage detailing the parking fees and conditions associated with the use of such a facility. The signs are not considered disproportionate to the size and nature of the car parking facility they relate and are not considered overly excessive with an appropriate prominence.

As detailed a level of negotiation has been undertaken with the applicants to reduce the visual impact of the advertisement proposal and on balance, it is considered the new signs do not seriously or harmfully erode the character and appearance of the area to such a harmful degree to warrant the refusal of this advertisement application.

With regard to the potential impact on public and highway safety, given the nature and siting of the signs, it is considered the scheme does not create a hazard or endanger people within the vicinity of the signs. The Council's Transportation Officer has also carefully considered the scheme and raised no objections against the application, subject to condition. It is advised that the erected signs are not considered to affect the safety of the car park or the adjacent highway and are acceptable from a highway safety perspective. It is noted however that the three grace period signs (Ref 23/24 & 25) have yet to be erected at the site. These signs are considered necessary to minimise the risk of drivers entering the car park and suddenly stopping or undertaking reversing manoeuvres to the detriment of highway safety, upon seeing the car park charging signs beyond. Accordingly, to ensure that these signs are erected in suitable locations which are visible to drivers and do not affect the safety of the accesses onto the highway, it is considered that a scheme could be sought via condition. As such, the Highways Officer raises no objection against the application subject to condition.

The scheme is considered to be acceptable from a public safety perspective and no concerns are raised in this respect.

CONCLUSION

The signage scheme, whilst requiring careful consideration given the number of signs being proposed and the wider setting and context of the application site, is, on balance, considered acceptable from both an amenity and public safety perspective.

The amended proposal does not introduce such prominent or incongruous advertisements to the locality and is considered appropriate in this instance. Subject to condition there is no highway safety concern to the scheme and therefore, when taking a balanced approach

to the determination of this advertisement application, the scheme is recommended for approval.

RECOMMENDATION

(R06) That Advertisement Consent be GRANTED subject to the following conditions, in addition to the standard advertisement conditions:-

1. The advertisement scheme shall be carried out in accordance with the following approved plan:

Proposed site plan - Installation Overview/Signs (As amended) - Received 25 October 2022

Reason: To avoid doubt and confusion as to the nature and extent of the approved scheme.

2. Notwithstanding the requirements of condition 1, within 1 month of the date of this consent a scheme for the locations of signs 23, 24 & 25 shall be submitted in writing for the agreement of the Local Planning Authority. The signs shall be erected in accordance with the approved layout within 3 months of the date of consent and shall be retained thereafter in perpetuity.

Reason: In the interests of highway safety.

JANINE NIGHTINGALE
CORPORATE DIRECTOR COMMUNITIES

Background Papers

None