

Application Number: DM/2018/00695

Proposal: Erection of 8 signs advertising the farm park and farm shop.

Address: Brook Farm Holdings Chepstow Road Raglan Usk Monmouthshire

Applicant: Mr Keith Williams

Plans: Block Plan - , Photography Photographs of signs - , Other Aerial Photograph of location of signs - , Other Application Form - ,

RECOMMENDATION: Approve

Case Officer: Mrs Alison Pankhurst

Date Valid: 01.06.2018

1.0 APPLICATION DETAILS

1.1 This is a retrospective application for Raglan Farm Park, situated off Chepstow Road, Raglan. The farm is an activity play centre for children and has been in place for a number of years. The application was submitted as a result of an enforcement complaint.

1.2 The application relates to the retention of eight signs located around the site. They are all different sizes and located on the approach to the site and in and around the site. Advert 1 measures 1m x 1m in size with yellow and black writing; Advert 2 measures 1m x 1m (Jolly Good Beef) and is red/yellow in colour; Advert 3 (cafe) measures 1m x 0.3m and is black and white in colour; Advert 4 located to the entrance and attached to the fencing measures 0.9m x 3.5m – it is green and white in colour; Advert 5 measures 1 x 1m and is red/yellow in colour; Advert 6 measures 6m x 7m and is erected on the farm buildings to the north of the site; there is also an additional sign of this size to the south of the site fixed to one of the other farm buildings; Advert 7 measures 1m x 1m located on the approach to the site from the Raglan direction; and finally Advert 8 measures 1m x 1m located on the side of the road advertising Jolly Good Beef which is sold at the farm site. Signs 1 to 8 are either located within the farm site or on the grass verge approaching the site. The signs will not be illuminated and will be set back from the highway so that they do not affect any visibility splays when leaving the site

The application is being presented to Planning Committee as the applicant is related to one of the Members of Committee.

2.0 RELEVANT PLANNING HISTORY (if any)

Reference Number	Description	Decision	Decision Date
DM/2018/00695	Erection of 8 signs advertising the farm park and farm shop.	Pending Determination	
DC/2016/01008	Agricultural portal frame building for the storage of equipment.	Approved	28.10.2016

DC/2016/00014	Proposed use of older barns for family activity/recreational use in conjunction with existing farm activities.	Approved	24.03.2016
DC/2015/00329	Agricultural implement and fodder storage building.	Approved	21.04.2015
DC/2011/01252	General purpose agricultural storage building	Acceptable	13.01.2012
DC/1996/00849	Lean-to Off The Existing General Purpose Covered Yard To House Milking Cows In Cubicles.	Approved	05.11.1996
DC/2008/00464	Provision of covered yard 23.77m x 5.49m x 3.05m to eaves to house a new herringbone parlour and dairy.	Approved	02.07.2008

3.0 LOCAL DEVELOPMENT PLAN POLICIES

Strategic Policies

S13 LDP Landscape, Green Infrastructure and the Natural Environment
S17 LDP Place Making and Design

Development Management Policies

DES1 LDP General Design Considerations
DES3 LDP Advertisements
EP1 LDP Amenity and Environmental Protection

4.0 REPRESENTATIONS

4.1 Consultation Replies

Raglan Community Council - no objection

MCC Highways - no objections

4.2 Neighbour Notification

Neighbours to the site were consulted on the application and several site notices were placed on site. No comments or objections have been received during the consultation period.

5.0 EVALUATION

5.1 Principle of the proposed development

5.1.1 This is a retrospective application for 8no. advertisements for the commercial business known as Raglan Farm Park. The application was submitted as a result of an enforcement complaint. Prior to the application being submitted several signs were removed from the site as the number of signs being displayed was considered to be unacceptable. The signs are of a similar size and colour with the exception of the two adverts that are positioned on the farm buildings. They are all located on the approach to the site along Chepstow Road. The signs have

been sited in their locations so that it will not interfere with pedestrian/vehicle movements and are set back far enough so as not to distract drivers leaving the public car park.

5.2 Design

5.2.1 The signs are all individual in style and size as they relate to the business being ran from the site. The maximum height of the letters is 30cm. The signs are set back on the grass verge and do not affect any movement to and from the car park. It is considered in this instance that the proposed advertisements are acceptable and in accordance with Policies DES1, DES3, and EP1 of the Monmouthshire Local Development Plan.

5.3 Highway Safety

5.3.1 The signs are set well back from the highway, and there is a grass verge between the fence and roadway. The signs are not considered to be detrimental to highway safety.

5.4 Residential Amenity

5.4.1 After a complaint was made to the Planning Enforcement Team regarding the number of signs on the approach to the site, it was requested that some signs be removed and the applicant was content to remove some of these while applying to retain the remaining signs at the site. No objections have been received following the submission of the application. The signs are not considered to have any harmful impact on the amenity of neighbouring properties. It is considered that the retention of the signs as part of this application is considered to be acceptable and would comply with Policy DES3 of the Local Development Plan.

5.5 Well-Being of Future Generations (Wales) Act 2015

5.5.1 The duty to improve the economic, social, environmental and cultural well-being of Wales has been considered, in accordance with the sustainable development principle, under section 3 of the Well-Being of Future Generations (Wales) Act 2015 (the WBFG Act). In reaching this recommendation, the ways of working set out at section 5 of the WBFG Act have been taken into account and it is considered that this recommendation is in accordance with the sustainable development principle through its contribution towards one or more of the Welsh Ministers' well-being objectives set out in section 8 of the WBFG Act.

6.0 RECOMMENDATION: APPROVE

Conditions:

- 1 This development shall be begun within 5 years from the date of this permission.

REASON: To comply with Section 91 of the Town and Country Planning Act 1990.

- 2 The development shall be carried out in accordance with the list of approved plans set out in the table below.

REASON: To ensure the development is carried out in accordance with the approved drawings, for the avoidance of doubt.

- 3 1. Any advertisements 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 any advertisement is required under the above 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).

REASON: As required to be imposed by Regulation 2(1) of Schedule 1 of the Town and Country Planning (Control of Advertisements) Regulations 1992.