

Application Number: DM/2020/00070

Proposal: Advertisement consent for one freestanding sign

Address: Raglan Farm Park, Chepstow Road, Raglan, NP15 2EN

Applicant: Mr. Keith Williams

Plans: Photography Photos of Adverts - , Other Location of Adverts - ,

RECOMMENDATION: APPROVE

Case Officer: Mr. Tudor Gunn

Date Valid: 14.01.2020

This application is presented to Planning Committee due to the applicant being related to a member of the Planning Committee

1.0 APPLICATION DETAILS

1.1 This application relates to 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. Advertisement Consent is sought due to a proposed amendment to one aspect of the current group of advertisements retrospectively approved via DM/2018/00695.

1.2 The application specifically relates to Advert 7 (sign) which measures 1m x 1m located on the grass verge approach to the site from the Raglan direction. The plastic sign is coloured black, yellow and white with 30cm maximum sized lettering. The sign is not illuminated and is set back from the highway so that it does not affect any visibility splays when leaving the Raglan Farm Park. The proposal is solely to raise the sign 1.8m from the ground level to the base of the sign on wooden stilts to increase the visibility for drivers when leaving and entering the neighbouring property, Brooks Cottage. The sign is currently set on top of wooden pallets which obstructs the view turning right from Brook Cottage's entrance. The revised arrangement would allow for drivers to see through the stilts.

2.0 RELEVANT PLANNING HISTORY (if any)

Reference Number	Description	Decision
DM/2020/00070	Advertisement consent.	Pending Consideration

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

4.0 NATIONAL PLANNING POLICY

Planning Policy Wales (PPW) Edition 10

The primary objective of PPW is to ensure that the planning system contributes towards the delivery of sustainable development and improves the social, economic, environmental and cultural well-being as required by the Planning (Wales) Act 2015, the Well-being of Future Generations (Wales) Act 2015 and other key legislation. A well-functioning planning system is fundamental for sustainable development and achieving sustainable places.

The planning system should create sustainable places which are attractive, sociable, accessible, active, secure, welcoming, healthy and friendly. Development proposals should create the conditions to bring people together, making them want to live, work and play in areas with a sense of place and well-being, creating prosperity for all.

5.0 REPRESENTATIONS

5.1 Consultation Replies

Raglan Community Council - Approve

MCC Highways - No objection.

The proposal is to amend / increase the height of sign 7 to improve junction visibility. The highway authority does not object to the proposal.

5.2 Neighbour Notification

No response during consultation period.

5.3 Other Representations

No other responses received during consultation period.

6.0 EVALUATION

6.1 Principle of the proposed development

6.1.1 Advert 7 was retrospectively approved as part of DM/2018/00695 and the principle was established. Sign 7 is currently raised on wooden pallets so this application will assess whether the installation of stilts and a higher base height of 1.8m is acceptable in terms of the relevant LDP policies.

6.2 Design

6.2.1 The existing signs are all individual in style and size so a variation in appearance would not be out of keeping with the scheme. It is noted that of the eight approved adverts, at least a quarter of them are already on stilts as a way of raising their prominence. The use of the stilts is an appropriate alternative and could be considered an improvement to the ad hoc stack of pallets.

6.2.2 Whilst a higher sign would be slightly more prominent it would serve its function whilst the impact would be mitigated by virtue of being set on the grass verge with a hedgerow behind. It is considered in this instance that the proposed amended advertisement is acceptable and in accordance with Policies DES1, DES3, and EP1 of the Monmouthshire Local Development Plan.

6.3 Highway Safety

6.3.1 The sign is set back from the highway on the grass verge and MCC Highways did not raise objections as part of the initial application. The sign would be in the same location, but raised for better vehicular visibility beneath so it is not considered to be detrimental to highway safety.

6.4 Residential Amenity

6.4.1 Residential amenity has previously been assessed as part of the original application. Given that the proposed amended sign would be in the same location, albeit at a higher level the same principles would apply. The sign is not considered to have any harmful impact on the amenity of neighbouring properties and is therefore compliant with policies DES3 and EP1 of the Local Development Plan. No objections have been received.

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

6.5.1 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.

6.6 Conclusion

6.6.1 Further to the reasons outlined specifically relating to Visual Impact and Residential Amenity above the proposal would have an acceptable impact and would not be harmful to the character, appearance or amenity of the area. The proposed development would be in accordance with the relevant policies in the LDP and is therefore recommended for approval.

7.0 RECOMMENDATION: APPROVE

Conditions:

- 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.

6 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.

INFORMATIVES

1 Due to the minor nature of the proposed development (including any demolition) and the location of the proposed development, it is considered that the proposals did not need to be screened under the Environmental Impact Assessment Regulations.