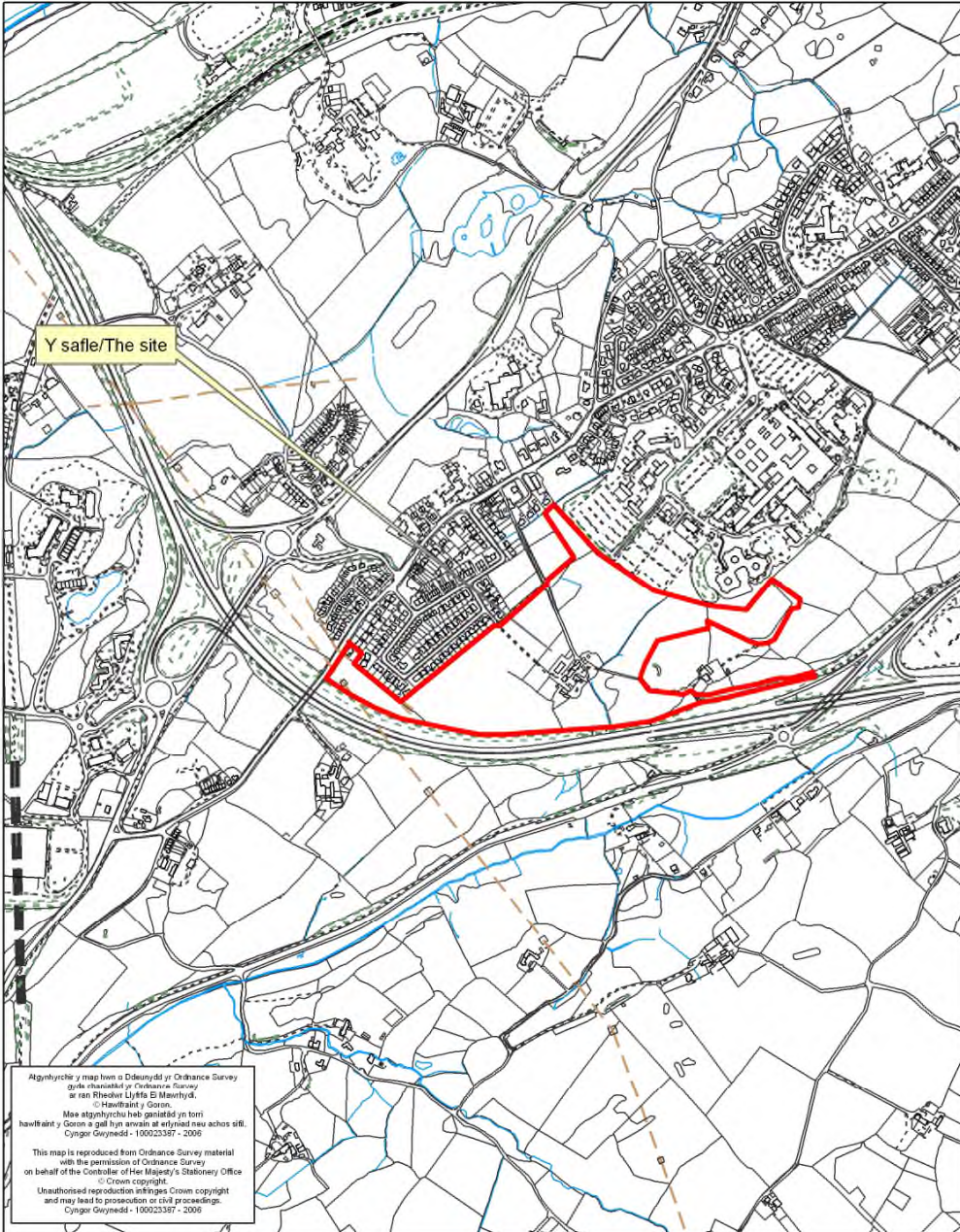


Number: 4



Rhif y Cais / Application Number : C14/0745/25/HY

Cynllun lleoliad ar gyfer adnabod y safle yn unig. Dim i raddfa.  
Location Plan for identification purposes only. Not to scale.



PLANNING COMMITTEE	DATE: 12/01/2015
REPORT OF THE SENIOR PLANNING AND ENVIRONMENT SERVICE MANAGER	GWYNEDD

Application Number: C14/0745/25/HY  
Date Registered: 01/08/2014  
Application Type: Advertisements  
Community: Pentir  
Ward: Pentir

Proposal: PART RETROSPECTIVE APPLICATION FOR THE PROVISION OF TWO SINGLE STACK ADVERTISEMENT BOARDS AND ONE BOARD IN A V-SHAPE TOGETHER WITH FLAG POLES AND FLAGS

Location: LAND , Ffordd Penrhos, Penrhosgarnedd, Bangor, Gwynedd, LL572SX

**Summary of the Recommendation:** TO APPROVE WITH CONDITIONS

**1. Description:**

- 1.1 Part retrospective application for the provision of two single stack advertisement boards and one board in a v-shape together with flag poles and flags
- 1.2 The site is located on the outskirts of Penrhosgarnedd on a development site which has already received planning permission for 245 residential houses under reference number C12/1347/25/LL.
- 1.3 The proposal also involves the provision of a stack advertisement boards on each side of the site access. The boards measure 3 metres in height and 3 metres in width. The signs advertise the housing development which has been approved and which is in the process of being developed. They are non-illuminated signs. The applicant is requesting permission for the signs until 01.08.2019.
- 1.4 The application was originally submitted for two single stack advertisement boards and one board in a v-shape together with flag poles and flags. Following objections, an amended plan was submitted, omitting the v-shape board and the flag poles.

**2. Relevant Policies:**

- 2.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 and paragraph 2.1.2 of Planning Policy Wales emphasise that planning decisions should be in accordance with the Development Plan, unless material planning considerations indicate otherwise. Planning considerations include National Planning Policy and the Unitary Development Plan.

**2.2 Gwynedd Unitary Development Plan 2009:**

B23 – AMENITIES – Safeguard the amenities of the local area by ensuring that proposals conform to a series of criteria aimed at protecting the recognised features and amenities of the local area.

CH21 – SIGNS - Proposals for signs will be approved if they conform to a series of criteria regarding visual, cultural, linguistic, amenity and road safety matters.

CH33 – SAFETY ON ROADS AND STREETS – Development proposals will be approved if they comply with specific criteria relating to the vehicular access, the standard of the existing roads network and traffic calming measures.

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### 2.3 National Policies:

Planning Policy Wales (Issue 7) July 2014  
TAN 7: Outdoor advertisement control.

### 3. Relevant Planning History:

- 3.1 C13/1279/25/HY - Provision of advertisement boards in a v-shape together with flagpoles and flags. Approved 30.04.2014
- 3.2 C12/1347/25/LL - Construct 245 living units comprising detached and semi-detached houses, flats (including 86 affordable units), parking spaces and gardens, associated works, erection of pumping station and demolition of single-storey outbuilding – Approved 02.09.2013.

### 4. Consultations:

Community Council: Objection as there are already too many advertisements on the site.

Transportation Unit: No objection as it is assumed that the proposed development would not have a detrimental impact on any road or proposed road.

Public Consultation: Although there is no duty on the Local Planning Authority to undertake a public consultation on applications to display advertisements, in this case a notice was placed on the site and neighbouring residents were informed. The latest advertisement period has ended and correspondence was received from two individuals which included the following points:

- Impact on light in a residential garden
- Unsightly appearance
- In the previous landscaping plan there was a hedge which has now been removed and replaced by a timber fence which is intrusive.

### 5. Assessment of the material planning considerations:

#### The principle of the development

- 5.1 Section 3.5 of Planning Policy Wales deals with making planning decisions and enforcing them from the perspective of outdoor advertisement control. Paragraph 3.5.1 states that the statutory provision enables the local planning authorities to control the display of outdoor advertisements where it can be justified in the interest of amenities and public safety. The content of any advertisement cannot be regulated. The test for assessing the impact of the advertisement on public safety is: would the advertisement itself or the exact place where it is proposed to display it, be likely to draw attention or cause confusion which would create a risk or danger to people in the vicinity who take reasonable care of their personal safety and that of others?
- 5.2 Paragraph 3.5.2 also states that the test when considering the impact of an advertisement on an amenity is whether it would be detrimental to the appearance of

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the building or the nearby vicinity where it is proposed for it to be displayed. It also states that local planning authorities should consider local features of the vicinity, including its views, historical, architectural or cultural features. It is important for the authority to be consistent when assessing the visual impact in neighbourhoods or similar surroundings.

- 5.3 Paragraph 6 of Technical Advice Note 7: Outdoor advertisement control, confirms the criteria for dealing with applications for advertisements. It states that only in the interest of amenities and public safety can the display of outdoor advertisements be controlled.
- 5.4 Policy CH21 of the Gwynedd Unitary Development Plan endorses this and supports applications for signs subject to criteria involving safeguarding the area from significant harm in terms of its location, impact on amenities and cultural and linguistic character and safeguarding against any significant impact on road safety.

### **Visual and General Amenities**

- 5.5 The proposed signs are located near the entrance to, and within a substantial development site which has already received planning permission. It is proposed to install the signs for a period which will end on 01/08/2019. The site is located off Penrhos Road in Penrhosgarnedd and the A55 runs past the side and to the rear of the site. It is considered that the signs are suitable in terms of their size, location, number, design and scale. These types of signs are typical of those found in development sites of this type and scale, and a number of similar signs have been approved on similar sites within the residential areas of Bangor, and it is not considered that they are detrimental to the appearance of this neighbourhood.
- 5.6 The content of the signs are bilingual and, therefore, it is not considered that the signs will cause any detrimental impact on the cultural or linguistic character of the area in this case.
- 5.7 Following an objection on the grounds of an unacceptable concentration of signs and flagpoles, new plans were received, removing the flagpoles completely from the access road to the site and, therefore, away from the nearby houses. Although the objectors have confirmed that they continue to object on the grounds of loss of light, it is not considered that a flagpole 6 metres in height which is located 35 metres away from their curtilage is likely to cause loss of light or have a detrimental effect on their residential amenities in any way. Therefore, it is not considered that the signs would have a detrimental effect on the amenities of the area or the public and that the proposal complies with all the requirements of policy B23 of the GUDP involving amenities.
- 5.8 To this end, the proposal complies with the relevant criteria of policy CH21 of the GUDP involving installing signs, along with the requirements of Planning Policy Wales and Technical Advice Note 7: Outdoor advertisement control, which has been mentioned above.

### **Transport and access matters**

- 5.9 The site entrance is off Penrhos Road, and there are stack advertisement boards at each side of the entrance. The Transportation Unit has no objection to the proposal on the grounds of road safety and it is not considered that the proposal is likely to have a detrimental effect on safety on roads and streets. Therefore, the proposal complies

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with the requirements of policy CH33 and the relevant criteria of policy CH21 of the GUDP which deals with the safety of roads and streets along with the requirements of Planning Policy Wales and Technical Advice Note 7: Outdoor advertisement control, which has been mentioned above.

### **Response to the public consultation**

5.10 Full consideration has been given to the objections received as part of the abovementioned assessment.

### **6. Conclusions:**

6.1 It is not considered that the proposal is contrary to any of the relevant policies above or the national advice noted. The proposal is unlikely to have a detrimental effect on the amenities of the local area or any nearby properties and the development is unlikely to have a detrimental effect on road safety.

### **7. Recommendation:**

#### **7.1 To approve – conditions**

1. The development to be completed in accordance with the plans submitted on 14.10.2014
2. Advertisements must be maintained and they must be in a safe, clean and orderly condition to the reasonable satisfaction of the Local Planning Authority.





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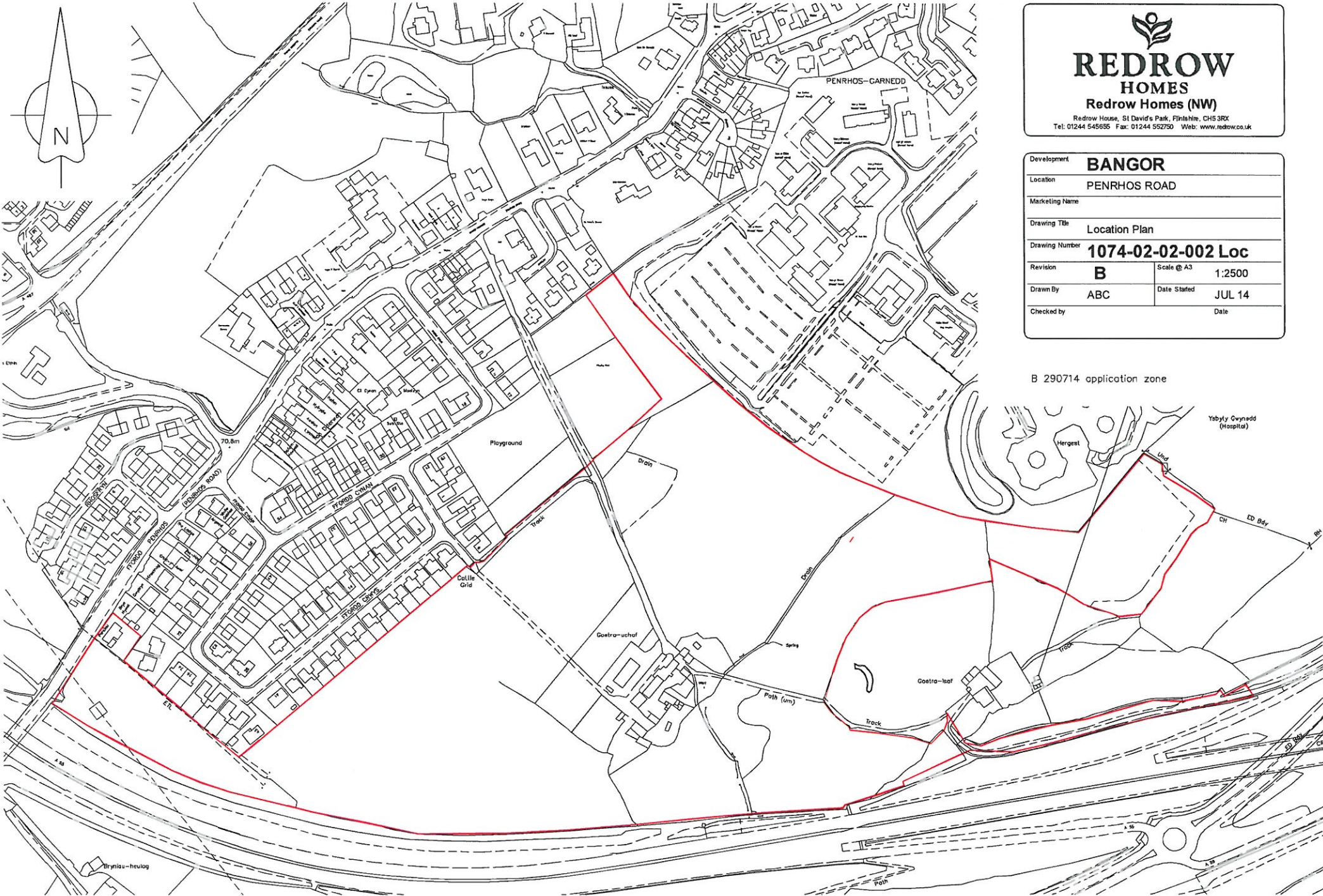
Cynllun lleoliad ar gyfer adnabod y safle yn unig. Dim i raddfa.  
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**REDROW**  
**HOMES**

**Redrow Homes (NW)**  
 Redrow House, St David's Park, Flintshire, CH5 3RX  
 Tel: 01244 545655 Fax: 01244 552750 Web: www.redrow.co.uk

Development	<b>BANGOR</b>	
Location	PENRHOS ROAD	
Marketing Name		
Drawing Title	Location Plan	
Drawing Number	<b>1074-02-02-002 Loc</b>	
Revision	<b>B</b>	Scale @ A3 1:2500
Drawn By	ABC	Date Stated JUL 14
Checked by		Date

B 290714 application zone

Ysbyty Gwynedd (Hospital)

Playground

Goetra-Isaf

Goetra-uchaf

Cattle Grid

Brynias-heulog









63

76

74

72

Parciau

Bryn Hywel

GWY

Redrow stack signage

Redrow stack signage

AV