

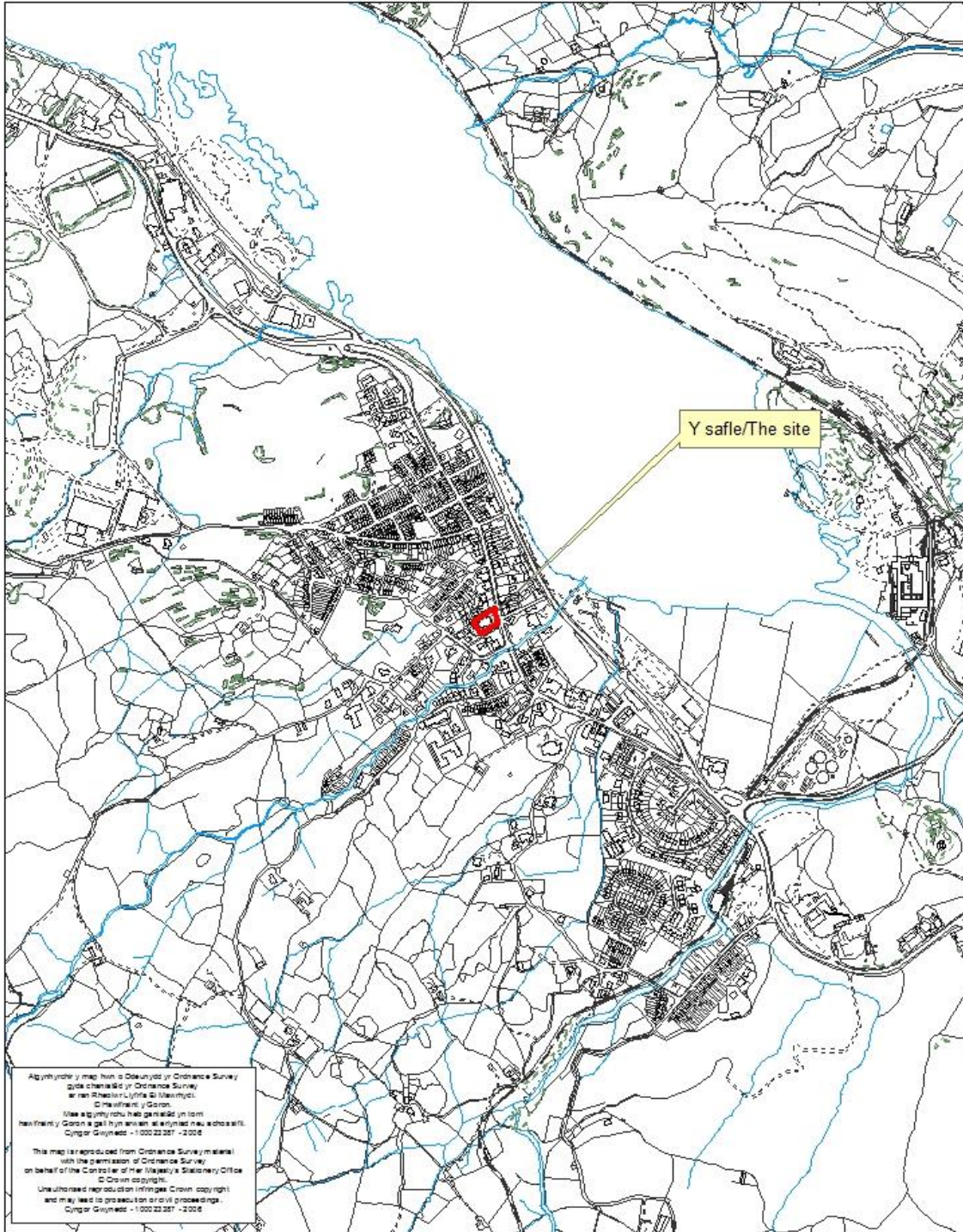
PWYLLGOR CYNLLUNIO	DYDDIAD: 15/06/2015
ADRODDIAD UWCH REOLWR GWASANAETH CYNLLUNIO AC AMGYLCHEDD	CAERNARFON

Number: 5



Rhif y Cais / Application Number : C15-0119-15-HY

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



PWYLLGOR CYNLLUNIO	DYDDIAD: 15/06/2015
ADRODDIAD UWCH REOLWR GWASANAETH CYNLLUNIO AC AMGYLCHEDD	CAERNARFON

Application Number: C15/0119/15/HY  
Date Registered: 12/02/2015  
Application Type: Advertisements  
Community: Llanberis  
Ward: Llanberis

Proposal: PROVISION OF NEW SIGNAGE INCLUDING ILLUMINATED SIGNS  
Location: SPAR SHOP, HIGH STREET, LLANBERIS, CAERNARFON, GWYNEDD, LL554HA

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

**1. Description:**

1.1 This is an application to display advertisements which includes various illuminated signs on the front elevation of the Spar Shop and one near the car parking spaces on High Street, Llanberis. The proposal includes the following elements:-

- Two fascia signs illuminated internally above the main door of the shop.
- Two non-illuminated noticeboards to the right of the main door.
- Three graphics within the frames of the front windows of various foods and a landscape of Llyn Padarn along with text graphics within the frame of the fourth window.
- Replace the stand-alone sign at the front of the site with a new sign (which remains an internally illuminated sign). This sign will be a little larger in surface area than the existing sign with the new sign measuring 1.15m wide and 2.5m long compared with the existing sign which measures 1.1m wide and 1.96m long.

1.2 Currently, there is an illuminated fascia sign above the main door, four graphics within the frames of the front windows with pictures of various foods, two noticeboards either side of the front door and a stand-alone sign in front of the shop and opposite the adjacent road.

1.3 This latest application is submitted because an additional user is being established within the shop which needs to be advertised by means of external signage. Following the concerns of the Community Council and objectors and following a site inspection by the Planning Officer, amended plans were submitted which mean that:-

- The stand-alone sign will now only be part-illuminated rather than the whole sign as originally proposed.
- The fascia signs above the main door will be reduced in size from 4.1m to 3.1m with the letters only to be illuminated.
- The signs have been adapted to be bilingual.

1.4 The fabrication of the proposed signs will reflect the fabrication of the existing signs, namely painted aluminium panels, acrylic material and vinyl paper in red, yellow, green, white and black. The strength of the signs will vary from 600 candelas (the stand-alone sign) to 800 candelas (fascia signs above the main door to the shop) and these levels are adopted for similar signs nationally. These levels are adequate for advertisement purposes but also ensure that the signs will not detrimentally affect road safety and residential amenities.

**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.

PWYLLGOR CYNLLUNIO	DYDDIAD: 15/06/2015
ADRODDIAD UWCH REOLWR GWASANAETH CYNLLUNIO AC AMGYLCHEDD	CAERNARFON

## 2.2 Gwynedd Unitary Development Plan 2009:

### POLICY B23 – AMENITIES

Safeguard the amenities of the local neighbourhood by ensuring that proposals must conform to a series of criteria aimed at safeguarding the recognised features and amenities of the local area.

### POLICY 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.

### POLICY CH33 – SAFETY ON ROADS AND STREETS

Development proposals will be approved provided they conform to specific criteria relating to the vehicular entrance, the standard of the existing roads network and traffic calming measures.

## 2.3 National Policies:

Technical Advice Note 7 – Control of Outdoor Advertisements (1996).

Technical Advice Note 12 - Design (2014).

## 3. Relevant Planning History:

3.1 Application no. C03A/0435/15/HY – two illuminated signs approved in September, 2003.

3.2 Application no. C06A/0069/15/HY – illuminated sign approved in March, 2006.

## 4. Consultations:

Community/Town Council:

- Object on the following grounds: Installing a large number of signs would affect the character of the building.
- There is no need for as many signs as proposed in this application as the building is in a visible place in the street.
- Suggest a smaller sign above the front door of the shop. Also suggest keeping the size of the signs either side of the door as per existing in order to have symmetry between the signs on the front of the shop.
- Object to illuminating the new sign on the front of the property and it is too large – not bilingual.
- Object to the signs above the windows and should keep existing lights.
- Would it not be better to have a picture on the fourth window rather than text?

Transportation Unit:

No recommendation as it is deemed that the proposal will not have a detrimental impact on any road or proposed road.

Public Protection Unit:

No response.

Public Consultation:

A notice was posted on the site and nearby residents were notified. The advertising period has ended and correspondence was received objecting on the following grounds:

- Light pollution affecting the residential amenities of the residents of neighbouring dwellings and hotels.

PWYLLGOR CYNLLUNIO	DYDDIAD: 15/06/2015
ADRODDIAD UWCH REOLWR GWASANAETH CYNLLUNIO AC AMGYLCHEDD	CAERNARFON

- Approving the signs would have a negative impact on the character of the streetscape.
- Work has already commenced on installing the new signs.
- The sign on the green patch in front of the site is maintained by volunteers and they are not aware of the submission of this application to the Local Planning Authority.
- In the past, applications for illuminated signs have been refused.
- No objection to the signs should they be non-illuminated.

In addition to the above objections, objections were received that were not valid planning objections which included:

- If the shop is illuminated further it is possible that this would attract young people to the site (as in the past) at the expense of the amenities of local residents and visitors staying at neighbouring hotels.

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

### **The principle of the development**

5.1 The principle of installing signs and advertisements is based in Policy CH21 of the Gwynedd Unitary Development Plan (GUDP) which states that such applications will be approved provided they do not cause significant harm to the townscape, that they do not cause significant harm to the cultural and linguistic character of the area, that they do not have an unacceptable impact on road safety and that they do not lead to a multitude of signs on the same site. Policy B23 states that proposals must be refused if they have a detrimental effect on the amenities of the local neighbourhood. Policy CH33 states that proposals will be refused if they have a detrimental effect on the safety of roads and streets. TAN 7 Control of Outdoor Advertisements states that outdoor advertisements can only be controlled in the interests of public amenity and safety (impact on the safe use and operation of any type of traffic or transport). Given the content of this assessment as a whole, it is believed that the proposal, as amended, is acceptable in principle.

### **Visual amenities**

5.2 The property site is located in a prominent position in the streetscape although the front of the building itself is set back from the nearby county road (the High Street). Given the existence of the various signs which already exist on the front elevation of the building along with the sign which is located on its own in front of the site, it is not believed that new signs would cause significant or major harm to visual amenities in this part of the streetscape due to their location, design and the strength of light. To this end, it is believed that the proposal is acceptable based on the requirements of Policies B23 and CH21 of the GUDP.

### **General and residential amenities**

5.3 Although the site is located in a commercial area, residential dwellings and hotels are located nearby. There are residential flats on the floors above the shop (however, no objection has been received from the occupants of the flats), residential dwellings, shop/cafe and hotels are located 12-13m to the north of the site and on the other side of the High Street, a hotel and residential dwelling are located approximately 27m - 32m to the east, and a small housing estate is located 19m - 41m to the south (behind the shop) and there are residential dwellings and hotels 6m to the west.

PWYLLGOR CYNLLUNIO	DYDDIAD: 15/06/2015
ADRODDIAD UWCH REOLWR GWASANAETH CYNLLUNIO AC AMGYLCHEDD	CAERNARFON

5.4 Objections have been received from the occupants of neighbouring properties with the main objections involving light pollution, impact on visual amenities and a multitude of signs on one site. The following responses were given to these concerns:-

- Light pollution – the new signs will not involve an increase in the strength of the light illuminating the existing signs. The fascia signs above the main door are 800 candelas in strength; however, the fascia signs will be installed flat against the front of the building and consequently it is believed that any light trespass into the rooms of the nearest dwellings/hotels will reduce any significant light pollution impact on residential amenities. It should also be noted that street light posts are located on the northern lane of the High Street which themselves disseminate light along the road and to the direction of the dwellings/hotels. The strength of the light on the stand-alone sign at the front of the site will remain on a 600 candelas level and although the surface area of the sign itself will be a little larger than the existing sign, it is believed that this difference in size will not create a significant increase in light trespass into any nearby property to such an extent so as to be unacceptable and where there would be no choice but to refuse the application.
- Visual amenities – as already referred to in this assessment, the principle of advertising the shop with a variety of signs has been accepted for some years now and it is believed that adding to the existing number of signs along with extending/amending their size and design in accordance with the amended plan will not have a significant or major impact on the visual amenities of this part of the streetscape. We must look at the context of the setting and location of the shop which is located in an area of mixed use but which also has an extensive element of commercial use with various signs and advertisements to be seen.
- A multitude of signs – given the size of the front of the building (which is of a fairly large scale) and the fact that it is located somewhat back from the High Street and that only one extra sign is requested (the sign above the main door to the shop) it is believed that the amended proposal, if approved, will not create a multitude of signs at the front of the site.

5.5 In order to reduce any impact on residential and visual amenities conditions could be included, should the application be approved, in relation to the lighting level and time of the signs. To this end, it is believed that the proposal, as amended, is acceptable based on the requirements of Policies B23 and CH21 of the GUDP.

### **Transport and access matters**

5.6 As explained above, the Transportation Unit does not have any concerns on road safety grounds. It must be borne in mind that illuminated signs already exist on the front of the building and outside along with the fact that the site is located opposite a busy street which is a mix of other commercial uses which have various signs advertising them. To this end it is believed that this latest proposal complies with the requirements of Policies CH21 and CH33 of the GUDP.

### **Relevant planning history**

5.7 As explained above, previous applications have been approved for a variety of signs and advertisements on this site; therefore, the principle of having signs/advertisements is accepted.

PWYLLGOR CYNLLUNIO	DYDDIAD: 15/06/2015
ADRODDIAD UWCH REOLWR GWASANAETH CYNLLUNIO AC AMGYLCHEDD	CAERNARFON

## **Response to the public consultation**

5.8 It is believed that the objections received as a result of receiving this latest application have been given full consideration in the above assessment and there is no matter that outweighs the policy considerations or the relevant planning advice noted.

### **6. Conclusions:**

6.1 Given the content of the above assessment, as amended, it is believed that the proposal is acceptable and complies with the relevant local and national planning policies as noted in the assessment itself.

### **7. Recommendation:**

7.1 Approve – conditions:-

1. In accordance with the amended plans.
2. Restrictions on the lighting levels of the signs.
3. Signs to be illuminated between 7:00 and 23:00 Monday to Sunday (which complies with the shop's opening hours).