Broadgrove
PLANNING & DEVELOPMENT LTD

PLANNING, DESIGN AND ACCESS STATEMENT

Land at 4 Chester Street, Wrexham

LL13 8BD

0180/01
May 2024

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1. Introduction

1.1. Broadgrove Planning and Development Limited have been instructed by ('the Applicant') to prepare an application seeking full planning permission for external works and advertisement consent at 4 Chester Street, Wrexham LL13 8BD ('the site').

1.2. A letter was received by Wrexham County Borough Council's Planning Enforcement Team dated 18 December 2023. The Enforcement Notice was issued under reference AR/047933. Wrexham County Borough Council and Planning and Environment Decisions Wales have allowed for a retrospective application to be submitted. It has been agreed that an application must be submitted prior to 27 May 2024.

1.3. This application includes amendments to works already completed on site. The proposed changes are considered to be compliant with local policy and will be considered in line with the appeal statement which was recently submitted for the Enforcement Notice under reference AR/047933. It is agreed that this will be held in abeyance until the submission of this retrospective application has been made. It is understood that the submitted Appeal will be considered under grounds f and g only.

1.4. This planning application seeks full permission for the following description of development:

'External changes to the ground-floor frontage including new entrance, new glazing, new signage, display of advertisements and other associated works'.

1.5. This Planning, Design & Access Statement details the proposed development and addresses relevant issues and material planning considerations as identified in national and local planning policy.

1.6. This statement provides: details about the site and its surroundings in Section 2; planning history in Section 3; the design, access, and development proposals in Section 4; the relevant planning policy context and material considerations in Section 5; an assessment of planning issues in Section 6; and conclusions in Section 7.

1.7. This Planning, Design & Access Statement should be read in conjunction with the following plans and reports which accompany the application:

- Planning Forms and Certificate;
- Plans prepared by Footprint Design –
    - Location Plan

- Existing and proposed Plans (L(00)01_GA PLANS)

1.8. All the information necessary to determine the applications should be found within these supporting documents.

2. Site and Surrounding Area

2.1. The application site is located at 4 Chester Street, Wrexham LL13 8BD ('the site') (333621, 350272). It is situated entirely within the administrative boundary of Wrexham County Borough Council ('the Local Planning Authority [LPA]').

2.2. The plot comprises of a rectangular unit measuring approximately 150sqm. The application site was previously used as a betting shop and a tailor, and is now used as an ultrasound clinic.

2.3. Numbers 3 and 4 Chester Street make up the application site. The Subject Building partially extends into number 3 Chester Street however a separate unit makes up the rest of number 3 Chester Street, which is not part of the application site. For the purposes of this statement the application site is referred to as 4 Chester Street, as per the Council's records.

2.4. The site features a three-storey building which forms the central ground floor unit of a 3-part terrace with number 5 Chester Street and 3A Chester Street.

2.5. Architecturally, the application site is characterised by red brick at first floor level. The unit previously comprised of an inset doorway and separate access to the first floor. At first floor level, there is contrasting red brickwork across numbers 3 and 4 Chester Street.

2.6. The site is located within the town centre of Wrexham and the surrounding area comprises a mix of town centre uses. The site fronts Chester Street, a small semi-pedestrianised street with ground floor commercial units on either side and residential above.

2.7. The site is located within the Wrexham Town Centre Conservation Area.

2.8. There are no heritage assets on the site itself, however the site is within the setting of two nearby heritage assets. The pub is at number 5 Chester Street was formerly called The Old Vaults Public House Grade II Listed as a typical example of mid 19C public house architecture which retains much of its original character. Number 1-4 Charles Street has been Grade II listed since 1994 for its historically important and visually prominent architecture.

2.9. North of the site, number 5 Chester Street is a public house currently called The Long Pull. Number 3 Chester Street is currently occupied by a suit tailor. Numbers 56-62 Church Street opposite the site comprise of a mixture of small-scale commercial uses at ground floor level. Number 1-4 Charles Street is currently vacant, but the building was previously used as a public house called The Feathers.

2.10. The surrounding area consists of a mix of new and historic development, which contributes towards the variety of architectural styles and built form in Wrexham's Town Centre. In vicinity of the site, building heights are generally limited to a maximum of 3 storeys.

2.11. There is an abundance of services and amenities in the area with convenience stores, shops, restaurants, cafes, fast food takeaways, betting shops all located within walking distance of the site. The character of the surrounding local area can be described as mixed and typical of many town centres. With this variation in, it is eident that the Town Centre comprises of a range of architectural styles.

3. Planning History

Planning History

3.1. The application site has been subject to the following planning applications which are set out below:

3.2. **P/2013/0518** – Change of use from class a1 (shops) to a2 (financial and professional services). Decision: Granted. Decided: 05/09/2013.

3.3. **P/2016/0872** – Change of use and extension of disused commercial units to the rear of nos 3-4 Charles Street to four apartments. Decision: Granted. Decided: 15/05/2017.

3.4. **P/2018/0709** – Change of use and extension (to disused commercial units to the rear) to provide four apartments. Decision: Granted. Decided: 02/11/2018.

3.5. **P/2021/0435** – Discharge of conditions 04 (materials) and 07 (ecology) of planning permission P/2018/0709. Decision: Discharged. Decision date: 02/08/2021.

3.6. The planning history demonstrates that previous alterations, changes of use and other associated works to the Subject Building have previously been considered appropriate at the application site.

4. Design, Access & Proposed Development

4.1. This application relates to the external shopfront (fronting Chester Street) only. The associated works including new ground floor frontage, new glazing, and alternate ground floor entrance to the building. The proposals also require advertisement consent for the new occupier.

Use

4.2. The proposed development results in no change of use of the application site. The existing Class E use (as defined in the Town and Country Planning (Use Classes) Order 1987 as amended (2021)) will be retained. The application site has previously received approvals for (now revoked) Use Classes A1 and A2. The other units in 4 Chester Street have also received approvals for the change of use to Class C3.

4.3. The development proposals include external works to the existing building including a new frontage at ground floor level comprising a modified entrance, new glazing and associated works to the shopfront. The specification of the works is provided in the accompanying suite of documents and within this statement.

4.4. The proposed development seeks advertisement consent for the new signage associated with the ultrasound clinic.

Amount

4.5. The proposed development seeks to carry out external works to the existing building in order to improve the appearance of the building for the new occupier.

4.6. The works include the redesign of the unit frontage at ground floor level, including the redesign of the entrance and new signage on the fascia.

4.7. The works entirely relate to the front elevation at ground floor level and constitute only minor alterations to the existing unit.

4.8. Further details are represented in the accompanying drawing pack.

Scale

4.9. The proposed scale of the external works and changes involve the replacement of the ground floor entrance fronting Chester Street. The scale of the building will be maintained and the changes to the advertisement consent constitute only minor changes to improve the appearance of the building and facilitate the new occupier.

4.10. The proposals include one type of signage which is represented in the accompanying documents. The signage is located at the fascia and reads 'ultrasound direct'. The dimensions of the proposed signage are 5500mm x 360mm, positioned 2600mm above ground level to the lower edge of the signage. The individual lettering measures 250mm in height and 20mm in depth.

Design & Appearance

4.11. The existing uPVC ground floor frontage will be replaced with new timber framed glazing. The eastern elevation of the unit is presented in the accompanying plans.

4.12. The existing uPVC glazing panels will be replaced with timber framed panels. A smaller panel is located above the floor-to-ceiling panel in order to break up the glazing along the frontage.

4.13. A new entrance doorway is positioned to the northern extent of the elevation fronting Chester Street.

4.14. The new entrance integrates double glazing and the timber frames will be painted white to match the windows at first floor level.

4.15. The new entrance allows for a tidy ground floor frontage fronting Chester Street. The appearance of the proposed new entrance is in-keeping with the character of the existing building and surrounding area.

4.16. The proposals include the replacement of signage with new signage and branding of the occupier. The signage reads 'ultrasound direct' at fascia level as per the accompanying plans and contains the company contact details. The text is a black (RAL 9005) and white (Ral 9010) font on a blue background (RAL 180 70 40). The proposed signage will be constructed form vinyl board and lettering. The proposed changes to the fascia signage are illuminated by backlit lighting.

4.17. The previous signage was positioned in the same location and externally illuminated. Therefore, the replacement signage results in no major change to the previous signage at the site. The signage is sensitive to the character of the surrounding area, as per the previous fascia.

4.18. The design of the ground floor frontage is included in the accompanying documents.

4.19. No other alterations are proposed to the existing building.

Access

4.20. The former betting shop frontage comprised a single recessed entrance to the unit. The new entrance design still features the entrance towards the northern extent of the Chester Street elevation.

4.21. Users of the building are still able to exit the building safely in the case of an emergency.

Description of Development

4.22. The proposed description of development for this planning submission and advertisement consent is as follows:

'External changes to the ground-floor frontage including new entrance, new glazing, new signage, display of advertisements and other associated works'.

5. Planning Policy Framework & Material Considerations

5.1. In accordance with Section 38(6) of the Planning and Compulsory Purchase Act (2004) and Section 70(2) of the Town and Country Planning Act (1990), planning applications must be determined in accordance with the development plan unless material considerations indicate otherwise.

Development Plan

5.2. The adopted Development Plan for Wrexham County Borough Council is currently formed of the Wrexham Local Development Plan (2013 – 2028) which was adopted on the 20th December 2023. The Local plan is now the statutory Development Plan for the borough to 2028. The Local Development Plan supersedes the Wrexham Unitary Development Plan (1996-2011) which was adopted on the 14th February 2005.

5.3. The Notice from the Council refers to policies in the UDP, considering the date of issue for the letter is prior to the adoption of the LDP.

5.4. The application site is subject to the following specific designations:

- Wrexham Town Centre Conservation Area;
- Shopping Area.

5.5. The following policies in the Development Plan are deemed relevant to the planning proposed development:

<u>Local Development Plan (2023)</u>

- Policy SP7 – Wrexham City;
- Policy SP12 – Design Principles and Masterplanning Framework;
- Policy SP15 – Historic and Cultural Environment;
- Policy DM1 – Development Management Considerations.

Material Considerations

5.6. The following represent material considerations to be balanced in the judgment of the proposed development.

5.7. Although the Unitary Development Plan is superseded by the LDP, the policies within formed the basis of decision making at the time the EN was served. The Wrexham Local Development Plan now forms the primary decision-making framework for development proposals in Wrexham. The following policies were deemed relevant to the Notice issued.

Unitary Development Plan (2005)

- Policy GDP1 – Development Objectives;
- Policy EC7 – Conservation Areas;
- Policy EC9 – Listed Buildings of Special Architectural or Historic Interest;
- Policy S2 – Outside principal shopping streets in Wrexham Town Centre;
- Policy S3 – Non-shopping key town centre uses.

Planning Policy Wales (February 2024)

5.8. Planning Policy Wales (PPW, Edition 12) was adopted in February 2024. At a national level, it sets out the land use policies of the Welsh Government against which development proposals should be assessed. The PPW must be considered in the preparation of local and neighbourhood plans and is a material consideration in planning decisions.

5.9. The PPW sets a presumption in favour of sustainable development in accordance with the Development Plan for the area unless material considerations indicate otherwise to ensure that social, economic, cultural and environmental issues are balanced and integrated.

5.10. The PPW considers effective strategic placemaking at the early stages of plan-making. It states: "*Good design is fundamental to creating sustainable places where people want to live, work and socialise. Design is not just about the architecture of a building but the relationship between all elements of the natural and built environment and between people and places. To achieve sustainable development, design must go beyond aesthetics and include the social, economic, environmental, cultural aspects of the development, including how space is used, how buildings and the public realm support this use, as well as its construction, operation, management, and its relationship with the surrounding area.*"

5.11. Within the context of placemaking, the special character of an area is central to the design of development. The layout, form, scale and visual appearance of a proposed development and its relationship to its surroundings form an important planning consideration in decision-

making. A key aim is to ensure development is well integrated into the fabric of existing development.

5.12. Planning authorities should seek developments that are well designed and meet the objectives of good design. However, planning authorities should not attempt to impose a particular architectural taste or style arbitrarily and should avoid inhibiting opportunities for innovative design solutions. .

Technical advice Notes (TAN)

5.13. Technical Advice Notes (TANs) are produced by the Welsh Government to supplement the guidance provided in PPW and they may be material to the determination of applications for planning permission. TANs of relevance to the development proposals are summarised as follows:

5.14. TAN 12: Design (2016) – provides additional guidance and detailed advice on how good design should be achieved through the planning process. The objectives of good design are set out under the following categories:

- Access - Ensuring ease of access for all.
- Movement - Promoting sustainable means of travel.
- Character - Sustaining or enhancing local character - Promoting legible development - Promoting a successful relationship between public and private space - Promoting quality, choice and variety; and - Promoting innovative design.
- Community Safety - Ensuring attractive, safe public spaces; and Security through natural surveillance.
- Environmental Sustainability - Achieving efficient use and protection of natural resources - Enhancing biodiversity; and Designing for change.

5.15. TAN 24: The Historic Environment (2017) – provides additional guidance on the considerations afforded to the historic environment during development plan preparation and decision making on planning and Listed Building (LBC) applications. The TAN provides specific guidance on how the following aspects of the historic environment should be considered:

- World Heritage Sites;
- Scheduled monuments;

- Archaeological remains;
- Listed buildings;
- Conservation areas;
- Historic parks and gardens;
- Historic landscapes;
- Historic assets of special local interest.

Other Material Considerations

5.16. The following policy guidance documents are material considerations:

- Wrexham Town Centre Masterplan (2016);
- Advertisements Local Planning Guidance Note No.1;
- Conservation Area Local Planning Guidance Note No.4;
- Shopfront Design and Security Local Planning Guidance Note No.12;
- Wrexham Town's Character Areas Local Planning Guidance Note No.19;
- Design Local Planning Guidance Note No.30;
- Wrexham Town Centre Conservation Area Character Assessment and Management Plan (2023).

6. Planning Assessment

6.1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires Local Planning Authorities to determine planning applications in accordance with the Development Plan, unless material considerations indicate otherwise.

6.2. The key planning issues are considered in turn below.

Principle of Development

6.3. The development proposals include a new shop frontage at ground floor level comprising a modified entrance, new glazing, and other associated works including replacement signage for the new occupier.

6.4. In Wrexham's Local Plan, the application site is located within the boundary of Wrexham City Centre, which is recognised as a Primary key Settlement within the County Borough. Policy SP2 (Location of Development) identifies a hierarchy of settlements within the County Borough. Policy SP7 (Wrexham City) and Policy R1 (Retail, Leisure and Commercial Centre Hierarchy) directs new development including employment, commercial, retail, leisure and services to Wrexham City Centre. The Local Plan's hierarchy of centres supports new development in this location. Proposals are expected to enhance the vitality, viability, and overall attractiveness of the centre.

6.5. The new occupier will retain the existing Class E use (as defined in the Town and Country Planning (Use Classes) Order 1987 as amended (2021). This is identified as a suitable town centre use which supports the occupation of a unit in this portion of the high street.

6.6. The proposed development supports the provision of a high-quality ultrasound clinic within the City Centre which will encourage the long-term occupation and organic growth of the City Centre. TAN4 (Retail and Commercial Centres), states LPA's should create a positive and flexible policy environment for retail and commercial centres which recognises the individual needs and future potential uses of each centre. The TAN supports strategies for the future development of identified centres which allows centres to grow and diversify to support in a way that promotes their long-term vitality and viability.

6.7. The proposed changes to the building allow for the new occupier to take on the long-term occupation of the unit. The previous timber frontage had experienced considerable signs of degradation and rot. The frontage was no longer considered suitable for use and required a new frontage to be installed. The uPVC windows put in their place were considered to be

contrary to Wrexham Town Centre Conservation Area Character Assessment and Management Plan (2023).

6.8. The proposed timber framed shopfront looks to restore the character of the shopfront with an updated shopfront which is more fit for purpose. The previous timber mullions had experienced considerable rot which impacted the integrity of the shopfront. The mullions and other wooden elements of the shopfront had been painted in order to conceal these issues of deterioration.

6.9. The amendments to the shopfront for which permission is sought ensures the long term integrity of the commercial unit so it can continue to contribute positively to Wrexham's high street.

6.10. The proposed changes will improve the practical use of the site by providing a separate access to the neighbouring unit which currently hosts a tailor. The amended layout of the shopfront ensures the legibility of the two units, in particular, the entrance to the northern extent of the frontage for the ultrasound clinic. The internal arrangement facilitates the operational use of the unit for the existing and any future occupier.

6.11. Chapter 3 of PPW requires proposals in centres to reflect their distinctive local characters. The proposed development includes no changes to the nature or scale of the existing building and only includes improvements to the ground floor shopfront design, new glazing, and a modified entrance to the building.

6.12. The proposed changes respect the overall proportions, symmetry, scale, details and rhythm of the building and enhance the appearance of the street scene as a whole when compared to the existing shopfront. The replacement shopfront appropriately takes into account the vertical and horizontal elements of the existing building. The frontage design is considered to be in accordance with the Wrexham Local Planning Guidance Note No.12: Shopfront Design and Security.

6.13. Design and appearance matters are to be discussed later in this section, however, it is considered the amended shopfront establishes considerable improvements to the unit's frontage. The proposals will help to attract business to both units and maintain the vitality and viability of this portion of the high street, in support of Chapter 4.3 of PPW.

6.14. The principle of minor alterations to the shopfront should be considered favourably by the LPA.

6.15. TAN7 provides guidance on outdoor advertisements and shop-fronts. The display of advertisements should consider the cumulative impacts on the quality and character of the surrounding area, particularly Local Planning Authorities are required to consider interests of amenity and public safety when considering the acceptability of advertisements.

6.16. The Advertisements Local Planning Guidance Note No.1 requires advertisements to be judged in terms of amenity and road safety and to encourage sensitive design proposals which will enhance buildings and the street scene. The proposed signage which reads 'ultrasound direct' is entirely in-keeping with the character of the surrounding area and that of the existing building. The proposed signage is to be illuminated to the same degree as the previous fascia signage.

6.17. Therefore, the proposals represent an improvement to the street scene which will not dominate local views or create a distraction which could risk public safety or cause danger to road users. The proposed text would assist in articulating the use of the unit as an ultrasound clinic and the associated occupier, Ultrasound Direct.

6.18. The signage is well located, appropriately sized and does not greatly differ to the former shopfront. In accordance with Policy DM1 (Development Management Considerations), the new shopfront, modified entrance, replacement signage, and façade improvements support a high-quality development which will improve the visual amenity of the street scene and positively contribute to the local distinctiveness.

6.19. For these reasons, the principle of advertisement consent should be accepted by the LPA.

Heritage

6.20. In accordance with TAN 24 (The Historic Environment), proposals affecting heritage assets should require an applicant to consider the evidential value, historic value, aesthetic value and communal value of any heritage assets affected, including any contribution made by their setting. The section to follow will outline the significance of any affected heritage assets and assess the potential impacts, if any, on their significance.

6.21. The application site is located within the Wrexham Town Centre Conservation Area. Policy SP15 (Historic and Cultural Environment) of the Local Plan states that proposals within or affecting the setting of a Conservation Area will only be permitted where it preserves or enhances the appearance of the area.

6.22. The Wrexham, Town Centre Conservation Area Character Assessment and Management Plan provides guidance for developers looking to undertake works within the Conservation Area. The site is identified within the Chester Street and Yorke Street Character Area. Historically, Chester Street and Yorke Street are identified as busy north-south routes. The far-reaching view northwards along Chester Street is highlighted within the character assessment, as well as some listed buildings within the area. These include:

- No. 5 Chester Street (formerly The Old Vaults Public House) – Grade II Listed as a typical example of mid 19C public house architecture;
- No. 62 Chester Street, The Feathers Public House – Grade II Listed;
- Nos. 1-4 Charles Street – Grade II Listed since 1994 for its historically important and visually prominent architecture.

6.23. The Conservation Area guidelines state it will take account of whether the application site is in a particularly sensitive part of the Conservation Area. The application site is located at the eastern extent of the Conservation Area away from the Markets (Henblas Street and Bank Street). The proposals constitute only minor changes to the ground floor shopfront. There will be no impact upon the views along Chester Street. Due to the proposals being minor in nature, and given the character and design of other shopfronts within the Chester Street and Yorke Street Character Area, it is considered the proposals are in keeping with the existing character of the Conservation Area. The site is located within the setting of Statutory Listed buildings, however, it is not considered that the proposal will impact upon their significance, given the character of the area.

6.24. In accordance with the Conservation Area Character Assessment and Management Plan, the revised timber shopfront is more are sensitive to the significance of the Character Area and nearby listed buildings. The proposals have given careful consideration to the vertical proportions of the elevation and are therefore considered to be a more acceptable improvement to the street scene, in accordance with Local Planning Guidance Note No. 12 Shopfront Design and Security.

6.25. Across the Wrexham Town Centre Conservation Area there have been various alterations to the shopfronts, including the additions of aluminium and low-quality uPVC windows and doors. Please see Appendix A. The proposed timber shopfront contributes toward the existing character of the Conservation Area.

6.26. There is a clear precedent for alterations to the existing buildings in the Conservation Area. This can be seen across the conservation area, and particularly with the buildings in proximity to the site. These alterations and modern features now form the predominant character of the Conservation Area. The proposed design of the shopfront is considered to be in keeping with the existing character of the Conservation Area and represents a higher quality design than the other shopfronts presented in the Chester Street and Yorke Street Character Area, shown in Appendix A.

6.27. It is considered that for the reasons stated above, this portion of the Conservation Area has experienced a reduction in the sensitivity of the area. Due to the mixed character and the pattern of previous development and alterations to units, the historic significance of the area is considered to be less sensitive to the proposed changes to the shopfront.

6.28. The changes to the shopfront include improvements and repairs to the fascia. The unit previously hosted a Coral betting shop and then a uPVC shopfront. The alterations have repaired the shopfront in a sympathetic manner and therefore offer a positive contribution which enhances the significance of the Conservation Area.

6.29. In accordance with paragraph 6.1.15 of PPW, advertisements should ensure they do not impact the character or appearance of the Conservation Area. The Wrexham Town Centre Conservation Area guidelines state that careful consideration will be given to sympathetic lighting and design of advertisements.

6.30. The advertisement features the business name “ultrasound direct” in individual lettering across the fascia. The lettering measures 5500mm x 360mm, positioned 2600mm above ground level. The proposed signage is smaller in scale to the previous signage of the Coral betting shop and the chosen colours are sympathetic to the colours in the surrounding area and other historic shopfronts across the Conservation Area. The new signage therefore results in a positive addition to the street scene.

6.31. The shopfront features illumination of the fascia. The Conservation Area Management Plan specifically states that where fascia illumination is required on historic facades this will be acceptable when integrated in a discreet manner. Concealed lighting is identified as an acceptable option. The proposal includes backlit lighting which is sensitive to the historic character of the area and is dimly lit.

6.32. The design of the scheme has been formulated with regard to the surrounding local heritage assets. Particular attention has been given to the redesign of the front entrance to ensure this

is appropriate with regard to the materials used, architectural style and the local contexts. The alterations to the shopfront have considered the following aspects with regard to the heritage of the Conservation Area:

- Retention of the pilaster between the commercial units;
- Retention of a entrance in a similar location to the original;
- Vertical panelled glazing which relates well to the vertical elements of the building at first-floor level;
- Panel glazing which responds positively to the fascia;
- Matt white powder coated finishes which match the colour of the windows at first floor level;
- Repairs to the deteriorated fascia;
- Unobtrusive, dimly lit lighting.

6.33. The proposed refurbishment of the existing façade will improve the contribution which the unit can have on the street scene. In accordance with TAN24 (Historic Environment) and Local Plan Policy SP15 (Historic and Cultural Environment), the development is sympathetic to the setting of the heritage assets, including the Conservation Area and listed buildings, and will contribute towards enhancing the significance of the local character.

Design and Appearance

6.34. The proposed development includes changes to the shopfront of the unit for the new occupier Ultrasound direct, including a modified entrance, new glazing, and replacement of signage.

6.35. Policy SP12 (Design Principles and Masterplanning Framework) Policy DM1 (Development management Considerations) of the Local Development Plan (2023) requires proposals to accord with or enhance the character, local distinctiveness and appearance of the site, existing building and surrounding townscape in terms of siting, layout, scale, height, design, and use of materials.

6.36. A series of photographs taken during a site visit on the 12 January 2024 is presented in Appendix A. The photographs show the other commercial units within the boundary of the Wrexham Town Centre Conservation Area.

6.37. It is evident that the character of Wrexham City Centre, with particular reference to the Wrexham Town Centre Conservation Area, is mixed. Many units in the area feature floor to ceiling shopfront glazing. The palette of materials also comprises a mixture of full glazing, uPVC, timber, brick, and aluminium framed glazing.

6.38. In addition, various units in the Conservation Area have experienced similar alterations to the proposed development.

6.39. TAN 12 (Design) provides guidance for development within Conservation Areas. It outlines that conservation is often dependent on accommodating change and successful design into the historic environment. With this in mind, the chosen materials aim to ensure the prevailing palette of materials in the area so development can retain and integrate well with the existing character and historic fabric of the area.

6.40. The proposals will omit the existing uPVC shopfront and provide a timber framed shopfront with glazing. This design is considered to be more acceptable from both a heritage and aesthetic perspective, in accordance with Local Supplementary Planning Guidance and Policy DM1 (Development Management Considerations).

6.41. The modified frontage allows for vast improvements to the usability of the unit. The internal layout allows for the neighbouring units to be accessed and secured independently. The proposal also improves the legibility and distinction between the two units, which was previously difficult to define. The changes facilitate the commercial use of the premises and area adaptable to the needs of the existing occupier. This will also improve the commercial functionality of the site and is more likely to secure the occupation of the unit in the long-term.

6.42. The shopfront for which permission is sought is representative in character to other shopfronts in the area and therefore, in accordance with the Shopfront Design and Security Local Planning Guidance Note No.12, there are no reasons by way of shopfront security or design for refusal of planning permission at the site.

6.43. This statement has previously discussed the deterioration of the former shopfront. The need for the replacement shopfront in an alternative design to the previous was born out of the issues experienced with regard to rotting of the previous timber shopfront. The new design will ensure the structural integrity of the building is retained in the long-term with a new timber framed shopfront.

6.44. In accordance with TAN 12 (Design) and the guidance set out in Wrexham's local design guidelines, the proposals look to improve the shopfront in a way which is congruous to the neighbouring units and building. The proposed design, including the style, fascia signage, and materials positively reflect the character of the surrounding area, including the significance of the Conservation Area.

6.45. The changes to the shopfront include the insertion of glazing panels which are separated with timber mullions. There are smaller horizontal glazed panels above similar to the transom lights present on other commercial units in the area. The proposed and present an appropriate design which compliments the vertical elements of the façade and accentuates the historic character of the area. Therefore, the proposed works are considered to have a positive contribution on the streetscape in this section of Chester Street.

6.46. The proposed development will be in-keeping with the existing character of the area and maintain the appearance and quality of the street scene in accordance with the objectives outlined in accordance with TAN 12 (Design). The development is considered appropriate from a design perspective and integrates well with the existing character of the area. Therefore, the development should not be resisted on any design or appearance related grounds.

7. Conclusion

7.1. This Planning Design and Access Statement has been prepared on behalf of Mr Ebrahim Jadwat to support an application for full planning and consent for the display of advertisements made at Land at 4 Chester Street, Wrexham LL13 8BD. The following description of development is sought by the application:

'External changes to the ground-floor frontage including new entrance, new glazing, new signage, display of advertisements and other associated works'.

7.2. This Statement has outlined the proposed development in detail, before outlining the relevant local planning policy framework and material considerations to judge the proposals against. An assessment has then been made against this context in accordance with the PPW and relevant planning law.

7.3. The works include alterations to the entrance and external features that will improve the quality of the unit for the existing occupier and enhance the appearance of the application site in the wider street scene. The new frontage does not lead to any impacts associated with the character of the surrounding area, including the setting and significance of the Conservation Area and nearby listed heritage assets. The proposed development will not be of detriment to the significance of the Wrexham Town Centre Conservation Area or any statutory or locally local listed heritage assets. The design of the proposed external works will not be of detriment to the existing building, or surrounding area.

7.4. It has also been demonstrated that the signage will have negligible impacts on the amenity enjoyed by adjacent occupiers or on public safety. Therefore, the proposals are considered to constitute sustainable development in accordance with the National Planning Policy Framework. For the reasons stated in this statement it is requested that the local planning authority should look upon this scheme favourably and grant planning approval and advertisement consent without delay.

7.5. Should there be any queries regarding this Statement or accompanying information, then please contact Broadgrove via Mike Parham (mp@broadgrove.co.uk) at your earliest opportunity.

Appendix – Site and Surrounding Area Photographs

1 and 2 Town Mills, Charles Street, LL13 8BT, Tangles



25 St Georges Cresent, LL13 8DB, BM Solicitors



4-5 High Street, LL13 8HP, Chevron Clothing



7 High Street, LL13 8HP, Frankies Fast Food Restaurant



6 Henblas Street, LL13 8AD, Barber Shop



38 Henblas Street, LL13 8AD, Chevron Sale Store



30 Town hill, LL13 8BH, Drip King



Bartletts Solicitors, 5 Charles St, Wrexham LL13 8BT



Wrexham Off Licence, 20 High St, Wrexham LL12



Ladbrokes, 19 High St, Wrexham LL13 8HP



Ragazzi Clothing, 3-5 Yorke St, Wrexham LL13 8LW



Black Peppers, 18 Yorke St, Wrexham LL13 8LW

