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Wrexham County Borough Council
Planning Service
16 Lord Street
Wrexham
LL11 1LG

16th May 2024

OUR REF: PCT/T4826-9978/PLAN

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

Alight Media Ref: 9978 - Gable at Brook House, Bridge Street, Wrexham LL13 7LH

Planning Portal Reference: PP-13067049

In accordance with the Town and Country Planning (Control of Advertisements) Regulations 1992 ("the Regulations"), please find enclosed an application for express advertising consent. This application seeks the following:

> ***Replacement of an existing sign and sign back boards with an illuminated 48-sheet digital advertisement display***
>
> The application comprises the following documents and drawings:
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> - Express Consent Application Form
> - T4826 A4 050 Location Plan – Proposed
> - T4826 A4 051 Site Plan – Proposed
> - T4826 A4 060 Elevations - Existing and Proposed
> - T4826 A4 061 Specification - Proposed Digital 48 LED Display
> - Alight Media Green Infrastructure Statement
> - Planning Fee paid via Planning Portal

BACKGROUND

There is presently no advertising display at this location, other than a static advertising sign, together with two sign back boards. These are proposed to be removed should this application be successful.

We believe there used to be a paper & paste 48 sheet advertising display on this gable, but there is no evidence to that fact.

PROPOSAL

The proposal is for an advertising display, with static illuminated advertising, which in our client's opinion will cause no material harm to either amenity or public safety.

Measuring 6m in width and 3m in height, the new advertisement would comprise a pressed metal and reinforced plastic frame which would enclose a digital display.

It would present a range of static images. A new image will materialise every 10 seconds with the interchange between each image virtually instantaneous. Advertisements would not contain any movement, animation or special effects.

The display would be limited to 300 candela/sqm at night. Advertisements would therefore accord with the Institute of Lighting Professionals best practice guidance; The Brightness of Illuminated Advertisements PLG05 2015.

The proposed display is operated and regulated remotely, removing the need for frequent site visits. What this means in reality is that there are no regular visits by poster vans, usually parking adjacent to the site, removing waste and fuel usage and obviously removing any health and safety implications of putting the signs up with each new campaign.

Alight Media advise the digital screen can be updated with a new campaign from anywhere!

The sign also has the ability to display "Emergency Public Information" e.g. Covid 19 related health information.

To ensure the display operates without harming either amenity or public safety, the applicant recommends that the proposal adhere to the schedule of planning conditions attached to this letter. They reflect best practice guidance and recent decisions issued by planning authorities across the UK.

It is also proposed that the display screen is switched off between 00:00 and 05:00 each day to reduce consumption in low traffic periods and increasing the lifecycle of the screen.

ASSESSMENT

The National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Section 38(6) of the Planning and Compulsory Purchase Act 2004 does not apply to advertisements. Therefore, local policies should not form a material consideration unless relating to amenity or public safety.

The illuminated digital display would face towards northbound traffic travelling along the A5152 Bridge Street. The highway is well-lit and level, providing excellent forward visibility on approach to the site, allowing drivers to glance at any advert far in advance without being distracted from the road ahead.

Under these circumstances such a familiar urban feature would not constitute a potentially hazardous distraction to anyone exercising a reasonable standard of care. Consequently, it is considered that the proposed advertisement would not unduly distract highways users and give rise to safety issues.

Regarding amenity, it is not thought that the proposal would be detrimental; in either an immediate or wider sense. It is not within a conservation area nor is it attached or adjacent to a listed building.

The character and setting of the immediate area is mixed and the proposed display would be seen entirely within this context. National policy and advice advocates locating advertisements in such areas where their impact is appreciably less and commensurate to their function. In this regard, the proposal should, in principle, be acceptable.

It is considered the proposal would sit comfortably in its visual context without harming amenity, the qualities of the site or the character and appearance of the wider area.

SUMMARY

We believe advertising at this site will not undermine the character and setting of the area, or pose any public safety concerns.

We would welcome the opportunity to address any concerns the Council or statutory consultees may have prior to determination.

If you require additional information or clarification, please do not hesitate to contact us.

Yours faithfully,

Paul Thacker - Director
Turnkey Design Partnership Ltd.

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SCHEDULE OF CONDITIONS ADVANCED BY THE APPLICANT

A. No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);

B. No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;

C. Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;

D. Any advertisement, hoarding or structure is to be kept in a condition which does not endanger the public; and

E. If an advertisement(s) is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

F. Express consent is permitted for a period of ten years from the date hereof.

G. The intensity of the illumination of the advertising unit(s) permitted by this consent shall at all times accord with the thresholds set out in the Institute of Lighting Professionals publication “The Brightness of Illuminated Advertisements” (PLG05:2015).

H. The minimum display time for each advertisement shall be 10 seconds and there shall be no special effects (including noise, smell, smoke, animation, flashing, scrolling, intermittent or video elements) of any kind before, during or after the display of any advertisement.

I. The sequencing of messages relating to the same product is prohibited.

J. The interval between successive displays shall be 0.1 seconds or less and the complete display screen shall change without visual effects (including fading, swiping or other animated transition methods) between each advertisement.

K. The advertising display panel shall have a default mechanism to freeze an advertisement in the event of any malfunction.