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Planning Service
Wrexham County Borough Council
16 Lord Street
Wrexham
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Date: 7 May 2024
Our ref: 63948/01/DL/CA/32114505v3

Dear Sir/Madam

Wrexham County Borough Council : Plas Coch Retail Park, Wrexham, LL11 2BA: Submission of Application for Advertisement Consent for erection of 1no. illuminated totem sign (relating to Unit H)

On behalf of our client, Marks and Spencer PLC, we are pleased to submit an application for advertisement consent at Plas Coch Retail Park, Wrexham, LL11 2BA. This application seeks advertisement consent for the erection of 1no. totem sign at Unit H.

As expanded upon below the totem sign proposed by this advertisement application effectively replicates and replaces that previously permitted in this location (which the only difference being the form of wording on the sign)

Application Submission

This application for advertisement consent has been submitted via Planning Applications Wales and comprises the following documents:

1 This covering letter;

2 Completed application form;

3 Proposed signage including location plan and elevations (Plan ref: 0191-WRE001-A-9001-01-Proposed Totem Details (1)

A fee of £120 has been paid via Planning Applications Wales.

Site and Context

The site is located on the Plas Coch Retail Park adjacent to the stores occupied by Currys and Sainsbury's.

Nathaniel Lichfield & Partners Limited (trading as "Lichfields") is registered in England, no. 2778116
Registered office at The Minster Building, 21 Mincing Lane, London EC3R 7AG

Under reference number P/2022/1009, the application site was granted full planning permission in January 2023 for the following development which enabled the development of the proposed Marks and Spencer store:

"External alterations to existing retail unit (Class A1) including installation of new shopfront to create 2no. customer entrances for Unit H & Unit J, erection of rear loading bay, external plant and fenced plant enclosure, 5no. trolley bays and associated works."

Advertisement Consent P/2023/0510

In October 2023, advertisement consent was granted under ref. no. P/2023/0510 for the installation of 1no. totem sign at the application site which is now in situ. The consented totem sign does not include informative text (as shown on the approved drawing – ref 0191-WRE001-A-9001-01-Proposed Totem Details). M&S now wish to install a sign with informative text in both English and Welsh as expanded upon below. This is the only changed proposed to the totem sign.

Advertisement Proposals

This application seeks consent for the installation of 1no. illuminated totem sign relating to the retail unit subject of planning permission ref. no. P/2022/1009. This section outlines details of the proposed totem sign.

The site location plan on drawing no. 0191-WRE001-A-9001-01- Proposed Totem Details (1) denotes the location of the totem sign which is within the retail park boundary and related to the M&S store. The totem sign will be 8 metres (m) high, 2m wide and 0.306m deep. The totem sign will be formed of 3 separate panels, with the upper panel 2m high, and the lower two panels 3m high. The three panels are fixed to the frame with colour matched screws. The totem sign is illuminated to 300 candelas per sqm, and the indicative power supply is denoted on the submitted plan.

The upper panel has a 25mm aluminium rim painted RAL colour 9005, on a background illuminated by white LEDs mounted internally. The text on the upper panel reads 'M&S Food', which can be seen on plan 0191-WRE001-A-9001-01- Proposed Totem Details (1).

The middle and bottom panels will be aluminium, painted RAL colour 9005. The sign is supported by a base concrete pad which will be 3m by 4m by 0.55m. The sign sits in 30mm thick steel base plates.

The totem sign which is the subject of this application remains the same dimensions, material and colour as that consented under P/2023/5810. New details sought are text on the middle and bottom panel which are detailed below.

This advertisement consent application proposes text on the middle and bottom panels. More details regarding the context of this text can be found on plan submitted plan. The additional text seeks to be informative through summarising the proposed store. All proposed text will be 20 millimetres (mm) on Opal 030 acrylic. This will be pushed through the aluminium frame and will be illuminated by 6500k white LEDs mounted internally. The M&S URL appears on both the middle and bottom panel reflecting the requirement for dual language and this will be white vinyl applied to the face of the panels.

Guidance, including the WCBC's Development Plan, Supplementary Guidance, and The Town and Country Planning (Control of Advertisements) Regulations 1992 provide no clear detail on altering the content of consented advertisements, hence a new advertisement consent application has been submitted to deal with this text notwithstanding that a totem sign of this size and general arrangement is already permitted in this location.

Assessment of Proposal

National guidance found in Technical Advice Note 7 – Outdoor Advertisement Control (1996) and the Town and Country Planning (Control of Advertisements) Regulations 1992 writes that advertisements considered under Express Consent must be judged *"in the interests of amenity and public safety"* (pg. 10 of TAN 7). Amenity refers to the impact the advertisement has on appearance of the surrounding area and its host building, and public safety refers to any potential impact of the advertisement on highways users.

As with the permitted sign the proposed advertisement is considered appropriate and necessary to enable the Applicant to communicate the nature of buildings and service it will provide. It is in keeping with the character of the surrounding retail park.

Due to the nature of the advertisement and the site context, the proposed advertisement is not considered to have a detrimental impact on residential and visual amenity or public safety and therefore fully accords with national guidance on advertisements.

Wrexham County Borough Council Local Planning Guidance Note 'The Welsh Language and Welsh Communities' (adopted February 2011) emphasises the importance of protecting the Welsh language and reflects national and local objectives which seek to promote the Welsh language. It recognises how the planning system can play a key role in protecting the interests of the Welsh language (paragraph 1.1). The proposed advertisement fully accords with the objectives of this Guidance Note, providing all text in both Welsh and English.

Concluding Remarks

The totem sign and proposed associated text is a typical feature within the retail park setting and will facilitate the operation of the retail unit as an M&S Food Store at Plas Coch Retail Park. The principle of the totem sign was considered acceptable under application P/2023/0510. This application seeks a fresh advertisement consent for a totem sign with very minimal change to that approved under P/2023/0510, with the only change being the additional informative text which is considered fully compliant with national and local policy given the inclusion of dual language.

We consider that the totem sign proposed is of a size and position appropriate for this location and would preserve amenity and public safety. This is consistent with the conclusion reached by Wrexham Council in permitting the earlier advertisement consent (LPA ref P/2023/0510).

We trust you have sufficient information to validate and positively determine this application. If you have any queries please do not hesitate to contact myself or my colleague Daniel Lampard.

Yours faithfully



Caitlin Attrill
Planner
BA (Hons) MSc