Wrexham County Borough Council
Planning & Regulatory Service
Guildhall
Wrexham
LL11 1AY

22 January 2024

Dear Sir/Madam,

NET WORLD SPORTS HEADQUARTERS, BRYN LANE

Retrospective Application for Advertisement Consent

Net World Sports are submitting an application for advertisement consent, in relation to the display of flags at Net World Sports Headquarters, Bryn Lane, LL13 9UT.

The description of the development is as follows:

Retrospective application for advertisement consent for the installation of 3 no. flag poles and display of 5 no. interchangeable flags.

The relevant background is provided below, as well as relevant planning policies, and an assessment of the proposed development.

Background and Context

Our existing headquarters is a c. 410,000 sqf storage and distribution warehouse with office space off Bryn Lane, which was granted planning permission on the 24th November 2021 (Reserved Matters application reference: P/2021/0610). Its construction has been completed and the site is now operational.

Net World Sports is proposing to fly several flags on the site of the Headquarters. Three flag poles flying three separate flags are already in place, therefore this application seeks retrospective advertisement consent for these flags in addition to another two flags. The five flags will be flown interchangeably from the three flagpoles.

Proposed Development

This application seeks consent for the following description of development:

'Retrospective application for advertisement consent for the installation of 3 no. flag poles and display of 5 no. interchangeable flags'.

Whilst this application seeks advertisement for five flags, no more than three flags will be displayed at any given time. The dimensions of all five flags are 3 ft (height) x 5 ft (length).

The flags will be displayed on three flagpoles, two of which measure 11m in height, and another measuring 12m in height. All flagpoles measure 140mm in diameter at the base, tapering to 65mm at the top. The flagpoles comprise heavy duty fibreglass material. The flagpoles are located on a grassed area to the north west of the Headquarters building on the corner of Bryn Lane and Ridleywood Road.

Whilst the text and imagery on each flag varies, the maximum height of the individual letters/symbols will not exceed 56cm. No flags will be internally or externally illuminated.

The following list details the five flags in which this application seeks advertisement consent for:

- 'Forza'
- 'Net World 3PL'
- 'Utopia City'
- 'Net World Sports'
- 'Woke Free Zone'

Images of the flags are shown in this cover letter (Appendix 1).

Planning Policy Context

This section sets out the relevant planning policy and guidance.

The statutory development plan for Wrexham currently comprises the Wrexham Unitary Development Plan (UDP) (adopted 2005), which covers the plan period 1996 to 2011.

Wrexham Unitary Development Plan (2005)

Policy PS2 (The Broad Location of Development) states that development must not materially detrimentally affect countryside, landscape/townscape character, open space, or the quality of the natural environment.

Policy GDP1 (Development Objectives) states that all new development should ensure that its scale, design and layout, and in its use of materials and landscaping, accords with the character of the site and makes a positive contribution to the appearance of the nearby locality.

Technical Advice Note 7: Outdoor Advertisement Control (1996)

TAN7 advises that the display of outdoor advertisements can only be controlled in the interests of amenity and public safety.

In relation to amenity, signs should be designed and sited to harmonise with their setting and a proliferation of individually acceptable advertisements should not spoil the appearance of open countryside.

In assessing an advertisement's impact on public safety, local planning authorities should have regard to its effect upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), on or over water, and in the air, including the likely behaviour of vehicle drivers who will see the advertisement, possible confusion with any traffic sign or other signal, and possible interference with a navigation light or an aerial beacon.

Local Planning Guidance Note No.1 – Advertisements (updated 2000)

This Note sets out the broad policy guidelines to be used by the Council in considering proposals for advertisement signs throughout the County Borough. Whilst controls of advertisements legislation requires applications to be judged in terms of amenity and road safety, the aim is to encourage imaginative yet sensitive signage proposals which will enhance the buildings and streetscene. The

Council recognises that appropriate advertisements may add colour and interest to enhance drab environments.

In predominantly industrial areas there is likely to be a greater degree of freedom for the display signs though the Council would still expect the size and location of proposed signs to have regard to the scale, appearance and character of the building/premises on which they are to be placed. Flag advertisements will generally be permitted subject to satisfactory height and siting to ensure that no nuisance would be caused to adjoining occupiers.

Draft Local Development Plan

The Council has been progressing with a new Local Development Plan (LDP). The LDP covers the period 2013-2028 and would replace the UDP as the primary planning policy document against which the Council consider planning applications, if adopted. In December 2023, the Council resolved to adopt the LDP.

Draft LDP Policy SP13 (Design Principles & Masterplanning Framework) states that all development will be required to be of a high quality, sustainable design which makes a positive contribution to the creation of locally distinctive places. Proposals must demonstrate how they have taken account of the local characteristics of surrounding areas and how innovative design solutions will enhance the quality of the built and natural environment.

Assessment of Proposals

The proposed flags, as set out in this letter and the submitted plans, are located within the site of the Net World Sports Headquarters, within Wrexham Industrial Estate. As such, their siting is considered appropriate, along with their scale and materiality which is typical for flags and flagpoles.

As such, the proposal is appropriate in setting and character and will not have any adverse impacts on highway safety or public amenity which would preclude the granting of advertisement consent in line with national and local guidance.

Therefore, Net World Sports requests advertisement consent be granted by Wrexham County Borough Council.

Application Submission

This application submission comprises the following documentation:

- Completed Application Form;
- This Covering Letter;
- Site Location Plan (ref. 2011A.P.001); and
- Proposed Plan (ref. 2011A.P.002).

If there are any immediate queries please do not hesitate to contact me using the details provided.

Yours sincerely,

John Hughes

Appendix 1 – Images of proposed flags







NET WORLD SPORTS

