plande

planning consultants

Planning Statement

Advertisement Consent application

Costa Drive Thru, Border Retail Park, Holt Road, Wrexham LL13 8NG

January 2025

Ref: 24148
Rev: A

email@plande.uk

0333 444 3433

www.plande.uk

plande is a trading name of HAPC Ltd.
Company Reg No. 06241656
Registered in England and Wales.

1. INTRODUCTION

1.1 Plande has been appointed to submit a supporting statement for the Advertisement Consent application for signs at Costa Drive Thru, Border Retail Park, Holt Road, Wrexham LL13 8NG (in conjunction with recent approval ref: P/2024/1174)

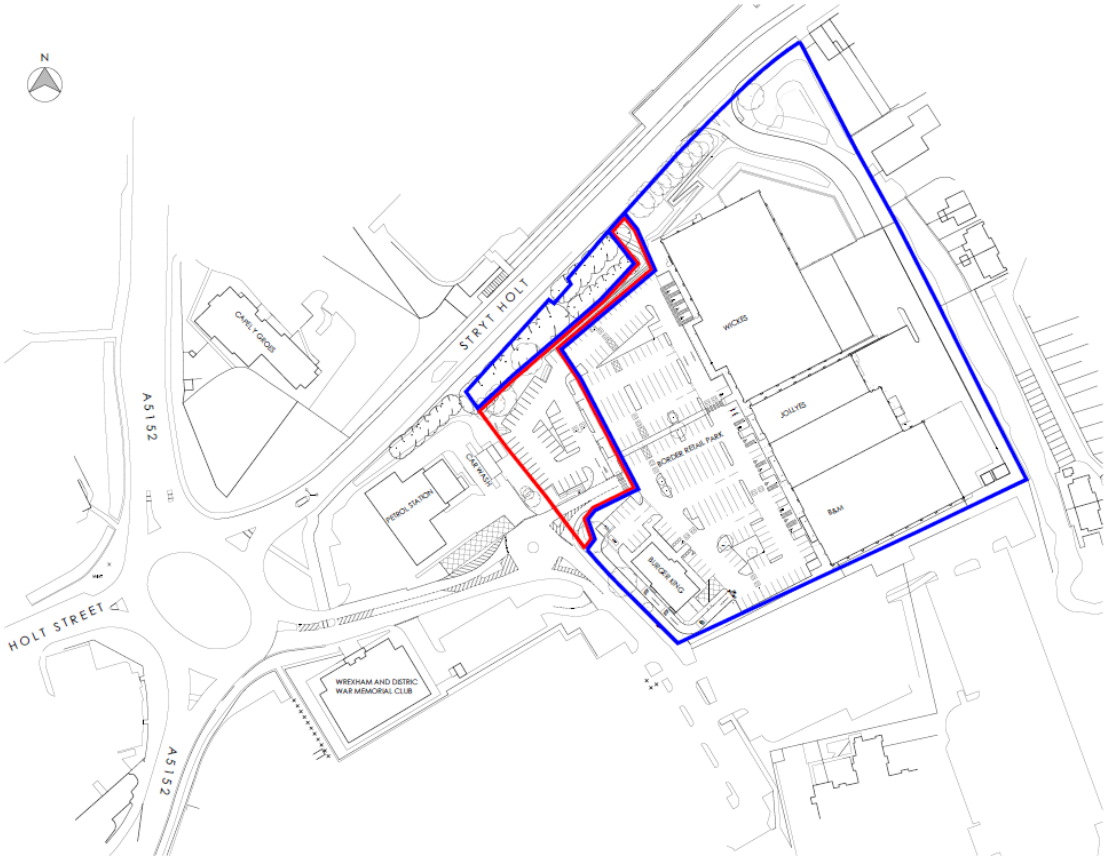


Figure 1: Location Plan

1.2 This statement, which should be read in conjunction with the supporting information submitted with the application, aims to give an appraisal of the planning issues and merits in context with planning and other policies, guidance, and material considerations.

1.3 This planning statement seeks to provide an overall summary of the existing site and surroundings; the relevant planning history of the site, and to provide justification for the proposed works, in the context of the local surroundings, in order to support Wrexham County Borough Council in the determination of this proposal and demonstrate that the proposed works comply with the policies of relevance within the Development Plan. The report is structured in the following format:

- Section 2: Site & Surroundings
- Section 3: Planning History
- Section 4: The Proposal
- Section 5: Planning Policy Framework
- Section 6: Scheme Assessment
- Section 7: Conclusion

1.4 This statement has been prepared for the exclusive use of the applicant as part of their application and in accordance with the agreed scope of the project. The document may not be reproduced in whole or in part, without the prior written consent of Plande. The copyright in this document (including its electronic form) shall remain vested in Plande. Plande will not be liable for the contents or use of this document by any person for any purpose.

2. SITE & SURROUNDINGS

2.1 The site sits on the southern side of Stryt Holt Road (A534), Wrexham, and within the Border Retail Park.

2.2 The proposed Coffee Shop and drive thru facility would be located on a predominantly brownfield site and within an area currently in use as a car park.

2.3 Access to the retail park is via a roundabout which provides direct access onto the A5152 which is the A road which runs around Wrexham City Centre. This roundabout also provides direct access to other retail parks within the immediate vicinity of the site, including but not limited to Tesco, Home Bargains and Eagles Meadow Shopping Centre.

2.4 The topography of the site is flat and is made up of hardstanding with periphery planting of grassland border, shrubs and trees.

2.5 The site is bound to the north by Stryt Holt Road, to the east by the majority of the car parking facilities and retail units, to the south by the access road and Burger King and to the west by Tesco Petrol Station.

2.6 The immediate and surrounding area is characterised by large, modern retail, commercial and leisure facilities and the area comprises a series of roads linking either retail parks or car parks with access to High Street Shops and shopping centres. There are three large supermarkets within the immediate vicinity with residential dwellings being located beyond these, to the north and east of the site, making the site highly accessible for a number of residents by foot and cycle.

2.7 The site is located approximately 800m to the east of Wexham City Centre, approximately 5km south of Gresford and approximately 4km to the north of Marchwiel.

2.8 The site falls within Flood Zone A, considered to be at little or no risk of fluvial or coastal/tidal flooding.

2.9 The site is not located within a Conservation Area and there are no listed buildings located on or within close proximity to the site.

3. PLANNING HISTORY

3.1 A planning history search illustrates the following relevant planning applications for the site:

- P/2024/1174 - ERECTION OF COFFEE SHOP WITH DRIVE THRU, ASSOCIATED ACCESS, LANDSCAPING AND SERVICING. LAND AT, BORDER RETAIL PARK, WREXHAM, LL13 8NG Approved with conditions 04.12.2024

4. THE PROPOSAL

4.1 This application seeks Advertisement Consent for illuminated signs as follows:

Building signage

Sign 01 – Internally illuminated "Costa Coffee Drive Thru" signage to South Elevation
Sign 01A - Internally illuminated "Costa Coffee Drive Thru" signage to West Elevation
Sign 02 - Internally illuminated "Costa Coffee" signage to East Elevation
Sign 04 – Coffee beans logo to East Elevation
Sign 16 – Digitally printed Opening Hours signage
Sign 17 – Manifestation
Sign 18 – A4 snap frame
Sign 19 – Solar film vinyl glazing

New freestanding signage

Sign 05 - Internally illuminated "Costa Coffee Drive Thru" height restrictor barrier (with Sign 05A)
Sign 06 – Digital Menu sign
Sign 07 – Digital Lane sign
Sign 11 – Internally illuminated "Drive safely and see you soon!" freestanding sign
Sign 12 - "Costa Coffee Drive Thru Waiting Bay" freestanding sign
Sign 12A - "Costa Coffee Drive Thru" freestanding sign
Sign 13 – Perforated panel
Sign 14 – Digitally printed mesh banner (to be installed on Sign 13)
Sign 15 – Internally illuminated "Costa Coffee Drive Thru" freestanding sign

Addition of "Costa" signage to existing Border Retail Park site totems

Sign 20 – Existing estate totem
Sign 21 – Existing estate totem

4.2 The proposed advertisements would fit comfortably within the context of the existing retail park and proposed elevations of the retail unit and would not be overly dominant in the streetscene.

4.3 The proposed advertisements would be appropriate in character for the period and style of the host building, shopfront and retail location.

5. PLANNING POLICY FRAMEWORK

5.1 In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, this application should be determined in accordance with the relevant Development Plan policies unless material considerations indicate otherwise.

5.2 Applications that are not in accordance with relevant policies in the plan should not be allowed unless material considerations justify the grant of planning permission. Material considerations include Planning Policy Wales, Edition 12 and the associated Technical Advice Notes (TANs). The relevant planning policy context at national and local level, of relevance to the determination of this application is set out below.

5.3 The Wrexham Local Development Plan 2013-2028 was formally adopted on 20th December 2023, therefore it is suggested that this document is now the relevant local plan. Identification of, and an account of the key planning policies that will most directly determine the acceptability of the scheme proposals are set out below.

WREXHAM LOCAL DEVELOPMENT PLAN 2013-2028

DM1	Development Management Considerations
R1	Retail, Leisure and Commercial Centre Hierarchy
SP12	Design Principles & Masterplanning Framework
SP2	Location of Development

5.4 The Planning (Wales) Act 2015 amended Section 70 of the Town and Country Planning Act 1990 to state that Local Authorities should also have regard to the use of the Welsh language, so far as material to the application.

NATIONAL PLANNING POLICY

5.5 Planning Policy Wales (PPW) Edition 12, (2024);

- Technical Advice Note (TAN) 7 Outdoor Advertisement Control (1996);
- Technical Advice Note (TAN) 12 Design (1996);

6. SCHEME ASSESSMENT

6.1 The following section will consider the compliance of the proposal with the Development Plan policies and material considerations for the application. It provides an analysis of the main planning matters related to the principle and a more detailed, policy-orientated assessment of planning considerations.

6.2 The main planning considerations are considered to be amenity, public safety, scale, design, material, positioning and illumination.

PRINCIPLE OF DEVELOPMENT

6.3 Under reference number P/2024/1174, the application site was granted full planning permission in December 2024. It is suggested that the principle of development is acceptable in this retail park location.

DESIGN, SCALE, MATERIAL, POSTIONING & ILLUMINATION

6.4 The design of the advertisements has considered the host building and setting and are suggested as typical both of the type of building as well as the general corporate branding of the occupier.

6.5 It is suggested that the proposals fit comfortably within the existing context and are not overly dominant, the design is appropriate to its setting, embedding high quality design which is considered to be reflective of its location.

6.6 The building signs are suitably scaled and positioning in the context of this single storey unit, facade, and main entrance. The proposed signs are within a predominantly retail environment, and a number of similarly sized illuminated advertisements are present within the surrounding locality.

6.7 The sign located above the entrance on the elevation is considered to be acceptably placed in the context of other high level signs within the surrounding area and would not harm any architectural features of the host building in its proposed position.

6.8 The signage is located within an existing retail park development granted permission under a separate approval, therefore the proposal is not considered to cause any highway or pedestrian safety concerns, nor would it negatively impact any nearby occupier amenity.

6.9 Some of the proposed signs would be internally illuminated and are not considered to impact on the character and appearance of the area.

6.10 The proposed advertisements would be of high quality, in keeping with the existing context. It is not considered they would harm the character and appearance of the building or area. The proposals would have a positive visual impact on this part of the Border Retail Park, and it is considered that the proposals comply with the national and local policies of the Wrexham Local Development Plan, including Policy DM1 as well as TAN 7 & 12.

7. CONCLUSION

7.1 The proposed development seeks Advertisement Consent for signs at Costa Drive Thru, Border Retail Park, Holt Road, Wrexham LL13 8NG

7.2 The proposed advertisements are considered to be appropriate to the unit and would be in keeping with its surroundings. The proposed signs would integrate with the appearance of the building and street and are considered to have an acceptable impact upon the immediate area.

7.3 The proposed advertisements are considered acceptable in terms of scale, design, material, positioning and illumination, and would not appear incongruous in this setting.

7.4 It is considered that the proposals would not be detrimental to the visual amenity of the host building or immediate area, nor would they have a detrimental impact on public or highway safety.

7.5 The proposed signs would comply with the relevant local and national planning policies, including the relevant TAN's and Policies DM1, SP12 and SP2.

7.6 It is suggested that the proposals would not cause a material harm in terms of amenity or public safety. It is therefore respectfully requested that the application is approved. In the event that Wrexham County Borough Council do not agree with this view, the applicant would seek to engage with the authority to secure a solution.