Report of the Chief Officer Economy and Planning

Application Reference
P/2024/1184

Applicant
WILDSTONE ESTATES LIMITED

Agent
ALDER KING PLANNING CONSULTANTS

Site Address
EAGLES MEADOW SHOPPING CENTRE, EAGLES MEADOW, WREXHAM, LL13 8DJ

Description of Development
CANIATÂD HYSBYSEB AR GYFER ARWYDD DIGIDOL (WEDI'I OLEUO) / ADVERTISEMENT CONSENT FOR DIGITAL DISPLAY SIGN (ILLUMINATED)

Ward
Smithfield/Smithfield

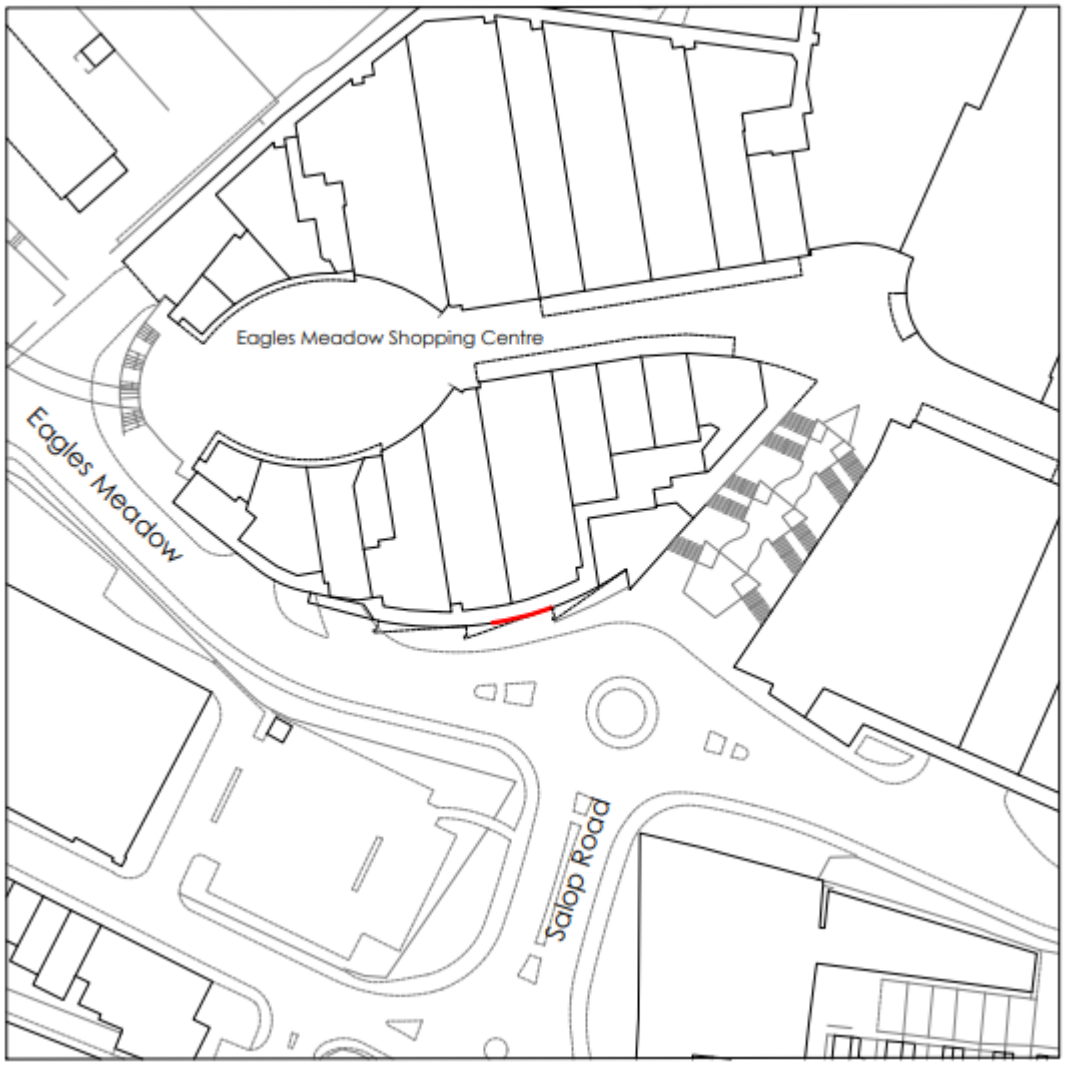
Community
Caia Park/Parc Caia

Recommendation
Grant

Officer Report

Site Description
The proposal site is to the south stepped entrance of Eagles Meadow, within Wrexham Centre.

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Proposal

The proposed sign consists of a digital advertisement display located on the south entrance steps to Eagles Meadow. The overall height would be 4.46 m from ground level and a further 3m to the top of the display, the overall width would be 6m. . Other applications for similar proposals have been granted for Eagles Meadow (P/2021/0889) and 1 Smithfield Road (P/2022/0234) via appeal reference CAS-02070-P0R9K6

Reason for Committee Determination

Objection received from the Community Council

Site History

P/2021/0889 - ADVERTISMENT CONSENT FOR 1 ILLUMINATED SIGN. Granted 6.12.2021

Local Planning Policy

Wrexham Local Development Plan
DM1
SP2
T1
Policy R3: Primary Shopping Streets
LPGN 1 Advertisements

Relevant National Policy

Planning Policy Wales
TAN 7 Advertisements

Consultation Responses

Community Council:
Objects on the grounds of road safety and expresses concern that the sign could be a distraction to drivers.

Local Member:
Comments that they have spoken to local residents who have raised concerns that the sign would be too distracting and bright on a busy junction, and also that the screens use a lot of power and go against the Council's environmental commitments.

Highway Officer:

Raises no objection, subject to the following observation and recommendations:

During darker days (and nights) the sign would not reach its maximum potential brightness. There are only a few sunny days in summer where the ambient level would be bright enough.

- There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.
- In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m2 in accordance with the recommended maximum night time luminance value set out for in the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05/23) 'Brightness of Illuminated Advertisements including Digital Displays'
- In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05/23) 'Brightness of Illuminated Advertisements including Digital Displays.

Notes that the illumination would be static and also only lit until 10pm or when the premises are open for business.

Public Protection Officer:
Raises no objections. Recommends Advisory Notes be attached to the decision regarding demolition/construction noise and illumination/lighting.

Publicity Undertaken:
Notification Letters

Responses to Publicity:
None received.

Principle of Development
National guidance contained in TAN 7 – Outdoor Advertisement Control (1996) and The Town and Country Planning (Control of Advertisements) Regulations 1992 advises that applications considered for express consent must be judged against amenity and public safety only. Amenity being the effect on the appearance of the surrounding area and public safety referring to the potential impact upon all highway users.

Design
The proposal is for a 6m x 3m digital advertisement screen that would sit approximately 4.46m above ground level. It would replace an existing ground level non-digital sign currently in place adjacent to the south entrance to Eagles Meadow.

The proposed sign would be broadly in keeping with the commercial character and appearance of the Eagle's Meadow shopping centre, existing digital advertisements in the vicinity and would not detract from the appearance of the wider street scene,

The sign would be externally illuminated by. It would be situated within an area within street lighting. Other nearby digital advertisement display units also have similarly illuminated signage. It is not expected that the illumination of the proposed signs would detract from the character of the area during times of darkness.

Impact on Neighbouring Amenity
The proposed sign would not be sited directly adjacent to any nearby residential properties and would face the highway and toward the car park of another nearby retail unit. The means of illumination would therefore not adversely impact upon the living conditions of residential properties in the wider locality.

Highway Considerations
The Council's Highway Officer raises no objection but has commented that illumination of the sign and the images displayed should be controlled. It is considered that these matters can be adequately addressed by suitably worded conditions, including the standard Advertisement Consent conditions

recommended in the Advertisement Consent Regulations. Subject to these controls, the proposed sign would not cause distraction to highway users and would not therefore harm public safety.

Conclusion

Having regard to the interests of amenity and public safety the proposed signage is acceptable.

Conditions

1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant such permission.

5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

6. The luminance level of the display shall be controlled by ambient environmental control, which will automatically adjust the brightness level of the screen to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the display is maintained at a set level.

7. The maximum level of illumination should not exceed 600cd/m2 during daylight hours or exceed 300cd/m2 during twilight and night hours (dusk until dawn), in accordance

8. The approved display should contain at all times a feature that will turn off the screen (i.e. show a black screen) in the event that the display experiences a malfunction or error.

9. No individual advertisement on the LED screen will contain moving images, animation, intermittent or full motion video images, or any images that resemble road signs or traffic signals.

10. There shall be a smooth uninterrupted transition from one image to another. Transitions shall be instantaneous, and no individual advertisement shall be displayed for a duration of less than 10 seconds.

Reasons

1. To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.

2. To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.

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4. To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.

5. To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.

In the interests of amenity and public safety.

6.

In the interests of amenity and public safety.

7.

In the interests of public safety.

8.

In the interests of public safety.

9.

In the interests of public safety.

10.