

Report of the Chief Officer Economy and Planning

Application Reference

P/2024/0238

Applicant

CASTLE GREEN HOMES

Site Address

LAND TO THE NORTH AND SOUTH OF LANE FARM ROSSETT ROAD
TREVALYN ROSSETT WREXHAM LL12 0DS

Description of Development

ADVERTISEMENT CONSENT FOR 16 SIGNS

Ward

Rossett

Community

Rossett

Recommendation

Grant

Officer Report

Site Description

The application site relates to land north and south of Rossett Road, Rossett. The land is allocated for residential development within the adopted Wrexham Local Development Plan (2013-2028) and benefits from extant planning permission for the erection of 132 dwellings and associated works.

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Proposal

Advertisement Consent is sought for the display of 16 temporary signs relating to the residential development of the site. These would comprise:

- 5 x banner flags on 6 metre high flagpoles;
- 7 x sales signs to be erected in a 'V-stack' arrangement;
- 4 x mini totem signs;

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- 4 x fence tray signs to be affixed to temporary hoardings; and
- Sales cabin fascia signage

Consent is sought to display the signs for up to a 24-months

Reason for Committee Determination

Rossett Community Council have objected to the application.

Site History

P/2018/0560:

OUTLINE PLANNING APPLICATION FOR RESIDENTIAL DEVELOPMENT OF TWO PARCELS OF LAND (NORTHERN PARCEL FOR UP TO 61 NO. DWELLINGS, SOUTHERN PARCEL FOR UP TO 71 NO. DWELLINGS), EXTENSION TO COMMUNITY PARKING FACILITY (IN ASSOCIATION WITH NORTHERN PARCEL) WITH ASSOCIATED MEANS OF ACCESS AND ALL OTHER MATTERS RESERVED WITH INDICATIVE PROVISION MADE FOR PEDESTRIAN CROSSING, PEDESTRIAN LINKAGES, PUBLIC OPEN SPACE AND AFFORDABLE HOUSING; Decision: Refused; Date: 07/01/2019. Appeal subsequently allowed 14/02/2020.

P/2019/0460:

OUTLINE PLANNING APPLICATION FOR RESIDENTIAL DEVELOPMENT OF TWO PARCELS OF LAND (NORTHERN PARCEL FOR UP TO 61 NO. DWELLINGS, SOUTHERN PARCEL FOR UP TO 71 NO. DWELLINGS), EXTENSION TO COMMUNITY PARKING FACILITY (IN ASSOCIATION WITH NORTHERN PARCEL) WITH ASSOCIATED MEANS OF ACCESS AND OFF-SITE HIGHWAY IMPROVEMENTS WITH ALL OTHER MATTERS RESERVED BUT INDICATIVE PROVISION MADE FOR PEDESTRIAN CROSSING, PEDESTRIAN LINKAGES, PUBLIC OPEN SPACE, LANDSCAPING AND AFFORDABLE HOUSING (RESUBMISSION OF PLANNING APPLICATION REFERENCE NO. P/2018/0560); Decision: Withdrawn.

P/2021/0110:

RESERVED MATTERS PURSUANT TO OUTLINE APPLICATION P/2018/0560; Decision: Approved; Date: 07/02/2022.

P/2021/0111:

DISCHARGE OF CONDITIONS 6 (ARBORICULTURAL METHOD STATEMENT), 8 (HIGHWAYS), 9, (HIGHWAYS) 10 (CONSTRUCTION METHOD STATEMENT) , 14 (TRAVEL PLAN) AND 15 (LIGHTING) OF PLANNING PERMISSION P/2018/0560; Decision: Approved; Date: 22/08/2023.

P/2022/0241:

PART DISCHARGE OF CONDITION 7 (DRAINAGE) OF APPEAL DECISION APP/H6955/A/19/3231048 (P2018/0560); Decision: Approved; Date: 07/12/2023.

P/2023/0435:

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TEMPORARY ADVERTISEMENT CONSENT FOR SALES SIGNAGE FOR APPROVED RESIDENTIAL DEVELOPMENT (IN RETROSPECT); Committee Resolution to Grant; Date: 06/09/2023.

P/2023/0851:

DISCHARGE OF CONDITION 7 (DRAINAGE) OF APPEAL DECISION APP/H6955/A/19/3231048 (P/2018/0560); Decision: Approved; Date: 29/01/2024.

P/2023/0852:

DISCHARGE OF CONDITION 2 (FLOOD) OF PLANNING PERMISSION P/2021/0110; Decision: Approved; Date: 15/03/2024.

P/2023/0853:

NON-MATERIAL AMENDMENT TO PLANNING PERMISSION P/2021/0110 TO AMEND LAYOUT AND LANDSCAPING PLAN INCLUDING ADDITION OF AN ATTENUATION BASIN AND PUMP STATION; Decision: Granted; Date: 29/01/2024.

P/2024/0023:

NON-MATERIAL AMENDMENT TO RESERVED MATTERS APPROVAL P/2021/0110 TO VARY CONDITION 2; Decision: Granted; Date: 29/01/2024.

P/2024/0097:

DISCHARGE OF CONDITION 3 (LANDSCAPE MANAGEMENT PLAN) OF RESERVED MATTERS APPROVAL P/2021/0110; Decision: Approved; Date: 01/03/2024.

P/2024/0144:

NON-MATERIAL AMENDMENT TO RESERVED MATTERS P/2021/0110 TO AMEND APPROVED PLANNING LAYOUT; Decision: Granted; Date: 11/04/2024.

P/2024/0239:

ERECTION OF TEMPORARY SALES OFFICE, FLAGPOLE, CAR PARKING WITH ASSOCIATED LANDSCAPING AND LIGHTING; Decision: Pending.

Development Plan

Future Wales: The National Plan 2040

Local Development Plan (2013-2028):

- SP2: Location of Development
- DM1: Development Management Considerations

Wrexham Local Planning Guidance Notes (LPGN):

- 01 - Advertisements
- 30 - Design

Relevant National Policy

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- Planning Policy Wales (Edition 12, 2024)
- TAN 7: Outdoor Advertisement Control
- TAN 12: Design

Consultation Responses

Rossett Community Council:

Objects on the grounds of highway safety, distraction and noise.

Local Ward Members:

Cllr Hugh Jones: Objects on the basis that the signs are inappropriate for a rural area.

Cllr Ross Shepherd: Notified. No response received.

Natural Resources Wales:

Raises no objections.

Dwr Cymru Welsh Water:

Raises no objections.

Ramblers Wrexham:

Nearby public right of way footpaths should not be diverted or blocked during the course of construction.

Contaminated Land Officer:

No comments to make.

Public Protection Officer:

No objections.

Highway Officer:

No objections.

SAB Officer:

No objections.

Public Representations:

No public representations have been received at the time of writing.

Background

Members will note a similar proposal was heard at Planning Committee on 4th September 2023 as part of application reference P/2023/0435. Members resolved to grant consent subject to an amended plan being submitted to reduce the number of flagpole advertisements from 10 as originally proposed, to 6. This application remains pending. The current application seeks to supersede the previous application.

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Principle of Development

The Town and Country Planning (Control of Advertisements) Regulations 1992 are relevant to the determination of this application and in Part 4 they outline:

A Local planning authority shall exercise their powers under these Regulations only in the interests of amenity and public safety, taking account of any material factors, and in particular:

- a) In the case of amenity, the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they think fit, any advertisement being displayed there:
- b) In the case of public safety-
 - i. The safety of any person who may use any road, waterway, dock, harbour or aerodrome.
 - ii. Whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air.

National policy guidance is also contained within Technical Advice Note 7: Outdoor Advertisement Control.

The application site is located within the settlement limit for Rossett as defined by the adopted Wrexham LDP. The signage would be associated with the development of the site for housing, which benefits from an extant planning permission. Signage of this type is a common feature of residential development sites. The proposals are therefore acceptable in principle in accordance with the provisions of the above legislation and national planning policy.

Design

As noted above, Planning Committee previously resolved to grant consent for similar signage on the site. The current application seeks to supersede the previous approval and proposes one less flag pole sign than Members previously considered to be acceptable in this location. The previous decision is a material consideration in the determination of the current application.

The proposed signage is noted to be of an overall simplistic design, which utilises the standard design and branding of the house builder and uses muted colours. The signage would be sited adjacent to the public highway and would thus be visible publicly. However, given the design and the limited number of signs proposed, it is considered there would not be any adverse visual impacts arising from the proposal. Moreover, the signage would be non-illuminated and would be set away from neighbouring dwellings so as to lessen its impact upon existing residents in the vicinity.

It is noted the consent is sought for a period of 24 months. Given the ongoing residential development of the site and likely building timeframes, this is considered

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to be appropriate. The removal of the signage and supporting infrastructure would be secured by way of a suitably worded condition.

Overall therefore, in terms of amenity, it is considered the proposed signage would not cause any unacceptable visual impact and would not harm the amenity of neighbouring residential occupiers.

Highway Considerations

In terms of highway and public safety, the proposed signage would be set-back from the highway boundary, and would not impede the free flow of traffic along Rossett Road. In addition, as noted above, the signage would be non-illuminated and is considered to be of a suitable design and scale for this setting. Therefore, the proposals would not cause any adverse impact upon highway and pedestrian safety within the site's vicinity. Furthermore, the Council's Highway Officer has raised no objections.

Conclusion

Taking the above issues into consideration, in accordance with Policies SP2 and DM1 of the adopted Wrexham LDP, along with TAN 7, the proposed advertisements would not unacceptably detract from the character of the area surrounding the site and would not have any negative impact on highway safety. As such, the proposal is considered to be acceptable and the recommendation is that Advertisement Consent be granted.

Conditions

1. The signage and flagpoles hereby approved shall be removed within 2 years of the date of this consent or within one week of the expiry of planning permission for residential development on the associated land, whichever is the sooner.
2. 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.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
4. 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.
5. 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.
6. 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

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by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Reasons

To ensure that local amenities are safeguarded and to comply with the Town and Country Planning (Control of Advertisements) Regulations, 1992.

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