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Julian Nicholas
Case Officer
Planning & Environment Decisions Wales
Crown Buildings
Cathays Park
Cardiff
CF10 3NQ

Eich cyfeirnod
Your reference

CAS-03038-S8Q8S1

Ein cyfeirnod
Our reference

qA1920046

Dyddiad
Date

2 November 2023

Llinell uniongyrchol
Direct line

Ebost
Email:

Dear Mr Nicholas

TOWN AND COUNTRY PLANNING ACT 1990 – APPEAL UNDER SECTIONS 20 & 78

APPEAL SITE: 9-11 REGENT ST, WREXHAM

APPEAL REF: CAS-03038-S8Q8S1

APPELLANT: PAUL HARDY, V2 LED LTD

Thank you for your e-amil of 17 October 2023, giving notice of an appeal against refusal of advertisement consent for an LED advertising display unit at the above site. The building is not listed but is located within a conservation area.

The enclosed Cadw questionnaire, which was returned to you on 18 October, related specifically to listed building and conservation area matters. This letter is intended to supplement that questionnaire.

The Welsh Government's policies for the protection of designated historic assets are set out in Planning Policy Wales (PPW) and TAN 24 and this appeal should be considered in the context of those documents. PPW explains that where development proposals affect a listed building or its setting, the primary consideration is the statutory requirement to have special regard to the desirability of preserving the building, or its setting, or any features of special architectural or historic interest which it possesses.

Furthermore, it explains that if any proposed development would conflict with the objective of preserving or enhancing the character or appearance of a conservation area, or its setting, there will be a strong presumption against the grant of planning permission. By virtue of Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 special attention shall be paid to the desirability of preserving or enhancing the character or appearance of the conservation area.

Cadw's Inspector of Historic Buildings has considered the information available and, on this basis, has offered the following comments:

"The site is located on the westernmost edge of the Wrexham Town Centre Conservation Area. The proposed LED sign will not be visible from inside the



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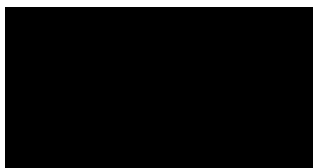
conservation area itself but will be prominent in views into the conservation area when approaching along Regent Street from the west. The building to which the proposed sign is to be attached is unlisted but identified as a building of 'visual interest or an important townscape group' within the 'Retail Core' in the Wrexham Town Centre Conservation Area Assessment and Management Plan (Wrexham County Borough Council, 2009 p.16). The building, currently occupied by Waterstones, presents an attractive elevation to Hope Street (north elevation), though the west elevation – to which the sign is proposed to be fixed - has been rebuilt in modern brick and is of low architectural significance. Adjacent buildings which sit outside the conservation area are also generally of low architectural value.

The proposed sign is large, illuminated and prominently located on the junction. As such it will be highly visible in views into the conservation area. Important views identified within the Wrexham Town Centre Conservation Area Assessment and Management Plan are focused looking out from within the conservation area not into it (Wrexham County Borough Council, 2009 p.16). However, the conservation officer's comments regarding the sensitivity of views into the conservation area at this junction are noted, given that the height and size of the signage is larger and higher than surrounding advertising. Given the conspicuous size, design and siting of the proposed sign compared to existing advertising adjacent to it, I conclude that the proposed sign will have a minor negative impact on the visual amenity of views into the conservation area."

This advice is provided without prejudice to consideration of the appeal, or any associated matter, by officials of the Welsh Government or the Welsh Ministers.

If you require any further information, please contact me.

Yours sincerely



Philip Hobson
Protection & Policy