

APPLICATION NO:
P/2023 /0435

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

DATE RECEIVED:
30/06/2023

COMMUNITY:
Rossett

CASE OFFICER:
LP1

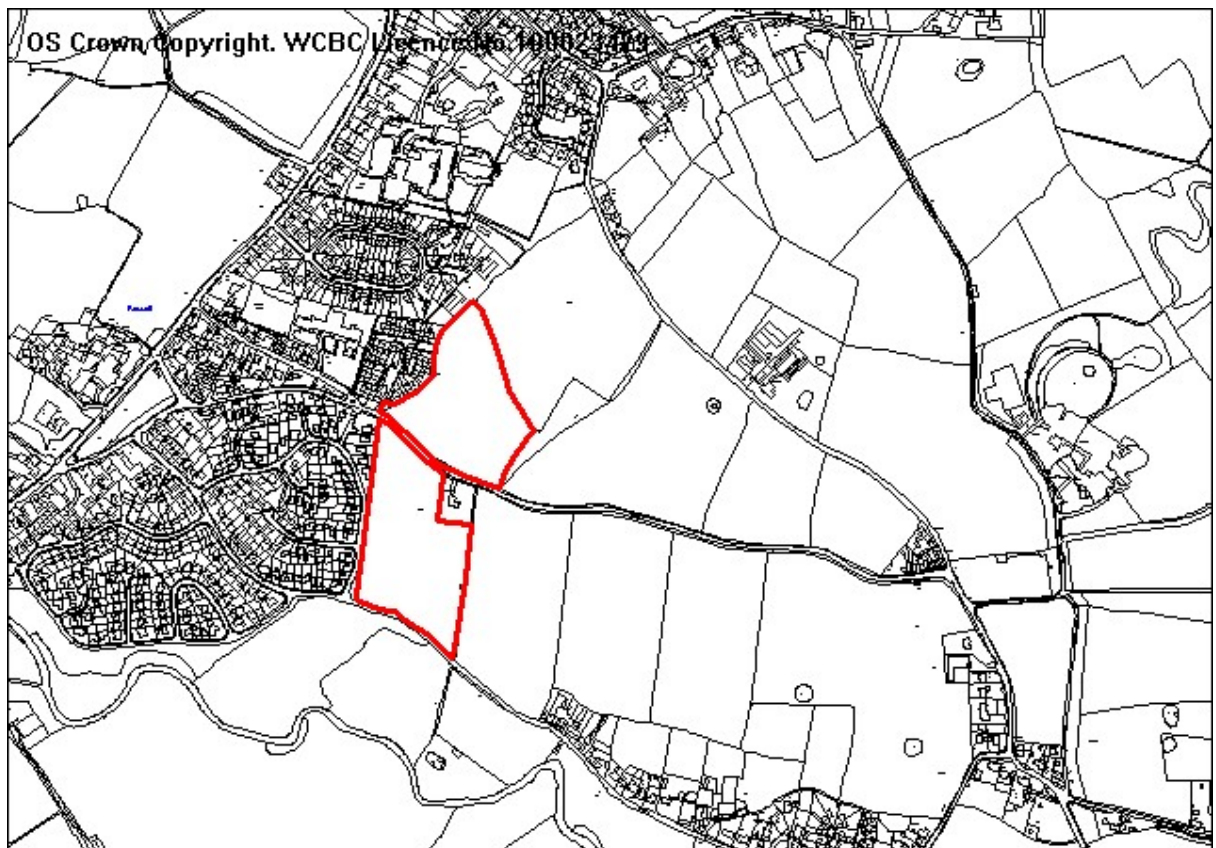
WARD:
Rossett

DESCRIPTION:
CANIATAD HYSBYSEB DROS DRO
AR GYFER GWERTHU ARWYDDION
DATBLYGIAD PRESWYL A
GYMERADWY-WYD (OL
WIETHREDOL) / TEMPORARY
ADVERTISEMENT CONSENT FOR
SALES SIGNAGE FOR APPROVED
RESIDENTIAL DEVELOPMENT (IN
RETROSPECT)

AGENT NAME:
CASTLE GREEN
HOMES
MR STUART ANDREW

APPLICANT(S) NAME:
MR STUART ANDREW
CASTLE GREEN HOMES

THE SITE

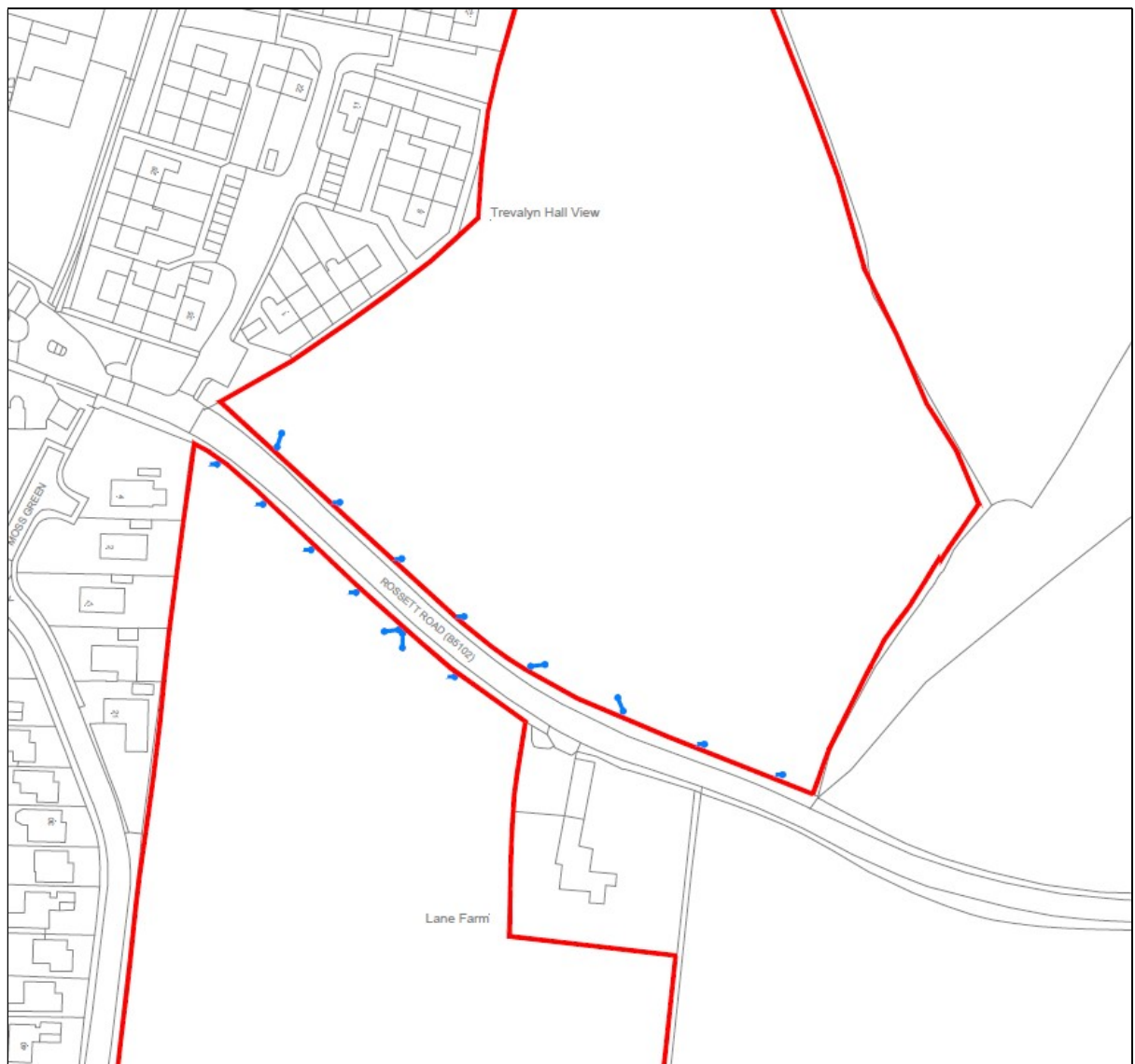


PROPOSAL

Advertisement consent to display the following signs for a period of 3 years:

- 10 x 6m high flag poles to display banner signs with the developer's name and logo; and
- Two pairs sales signs erected. The signs are 3m x 3m in area. Each are supported by a pair of posts, giving a total height of 4.5m.

The plan below shows the proposed locations of the signs; the large lines are the sales signs; the smaller individual blue points are the flag poles.



The signs on the southern side of Rossett Road have already been erected but not those on the northern side, the application is therefore partly in retrospect.

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. Refused 7 January 2019. Allowed on appeal 14.2.2020
- 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 (RE-SUBMISSION OF PLANNING APPLICATION REFERENCE NO. P/2018/0560). Withdrawn.
- P/2021/0110 MATERION CADARNHAU YN BRIODOL I CAIS AMLINELLLOL P/2018/0560 / RESERVED MATTERS PURSUANT TO OUTLINE APPLICATION P/2018/0560. Approved 7.2.2022
- P/2021/0111 DARPARU AMODAU 6 (DATGANIAD DULL ARBORICULTURAL), 8 (PRIFFYRDD), 9, (PRIFFYRDD) 10 (DATGANIAD DULL ADEILADU), 14 (CYNLLUN TEITHIO) A 15 (GOLEUO) CANIATAD CYNLLUNIO P/2018/0560 / 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. Approved 22.8.2023
- P/2022/0241 RHYDDHAU AMOD 7 (DRAENIO) O APEL I BENDERFYNIAD APP/H6955/A/19/3231048 (P/2018/0560) / DISCHARGE OF CONDITION 7 (DRAINAGE) OF APPEAL DECISION APP/H6955/A/19/3231048 (P2018/0560). Pending.

DEVELOPMENT PLAN

REPORT OF THE CHIEF OFFICER ECONOMY AND PLANNING – 4 SEPTEMBER 2023

National Guidance

Technical Advice Note (TAN) 7: Outdoor Advertisement Control.

Unitary Development Plan

The site lies outside of the settlement limit and within a Green Barrier and Special Landscape Area. Policies PS2, GDP1, EC1 and EC5 are directly relevant.

Draft Local Development Plan

The site is within the settlement limit and allocated for residential development. Policies DM1 and H1 apply.

CONSULTATIONS

Community Council

Object on the grounds of highway safety.

Local Members

Cllr High Jones: Opposes the application and has expressed concerns that the signs are inappropriate for the countryside and are a distraction to for motorists and therefore a highway safety hazard.

Cllr Shepherd: Objects on the grounds that the signs are inappropriate for a rural area and that they are a highway distraction for motorists heading in both directions.

Highway Officer

Raises no objections.

Site Notice

Five site notices were placed at the site, expiring 22 August 2023

Neighbours

The owners/occupiers of 21 properties notified on 31st July 2023.

17 objection responses were received raising the following points –

- Homes should not be advertised when planning permission has not been obtained for the development;
- The area floods and the road and pavements aren't big enough to take the extra people;
- Village doesn't have the right space, roads, doctors etc for all these houses
- Signage does not look nice;
- Signage on agricultural land in a rural area is inappropriate;
- Plans are not right to prevent flooding at the site;
- With the climate change disaster looming green fields should not be built on;
- Signs too big for countryside location;
- Submitted plan shows red line not in the ownership of the developer;

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- The amended plan does not align with the reserved matters plan;
- Noise from the flapping flags and banging of the hoist strings creates a noise nuisance in the quiet countryside;
- Signs are a distraction to drivers;
- Signs do not comply with the Advert Regulations;
- The signage was erected without consent;
- Location of board by Trevalyn Hall View is intrusive for residents and in an insensitive location;
- Signs affect views across field;
- Why this application is being kept separate from planning consent P/2018/0560; and
- The validity of the planning permission and reserved matters approval P/2021/0110.

SPECIAL CONSIDERATIONS

Policy: Technical Advice Note 7 advises that control of advertisements can only be exercised in:

- a) the interests of amenity;
- b) the interests of public safety, for example the impact a sign will have upon the safe operation of a mode of transport.

Amenity: The signs and flag poles are sited in two fields to the north and south of Rossett Road which are situated in open countryside as defined by the adopted UDP, albeit adjoining the built up area of Rossett. However, the sites are allocated for housing within the draft LDP, which has been found to be sound by Planning Inspectors following an Examination in Public. Furthermore, the sites benefit from planning permission for the erection of 132 dwellings. Applications for the discharge of pre-commencement conditions have also been submitted.

Flag signage on development sites have 'deemed consent' once development has commenced. The Regulations allow for sites over a hundred dwellings to have three flags without consent. The existing and proposed signage would exceed the number permitted by the Regulations and some have been erected prior to works commencing on site.

The erection of temporary signage on sites where residential development is planned to identify the name of the developer and provide some details about the development itself is not unusual. The applicants propose that the signage is in place for a period of 3 years. Whilst the residential development has yet to commence, the planning permission remains extant and capable of implementation, subject to the discharge of pre-commencement conditions. It is therefore likely that the signs would be viewed in the context of a development site for the majority of that time.

The current signs on the southern side of the road are shown in the below photograph:



The signs and flagpoles are not illuminated and they are a sufficient distance from nearby dwellings to ensure there is no adverse impact on residential amenity.

Public Safety: The signs and flagpoles are set back from the highway. They do not impede visibility from any existing site access and as explained, they are non-illuminated. On this basis, they do not amount to an undue distraction to passing motorists. Accordingly, the Council's Highway Officer raises no objection in terms of highway safety.

Site Boundary: Applications for advertisement consent are not required to submit a plan showing land ownership – simply a requirement to confirm that the land on which the signs are located are within the ownership of the applicant. The plan initially submitted with the application included an area of Council owned land next to Trevalyn Hall View within the red line boundary. An amended plan was subsequently submitted showing the area of land owned by the developer. All signs and flag poles are sited on land within the applicant's ownership.

CONCLUSION

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In the context of the current planning permission for residential development, the existing and proposed flagpoles and signs are not considered to be harmful to the amenity of the immediate locality or harmful to public safety.

A suitably worded condition could be imposed to require the removal of the flagpoles and signs upon expiry of a 3 year period or the expiry of planning permission for residential development on the site, whichever is the earlier. If the developer wishes to extend the period the flag poles and signs are in situ, further consent would be required.

RECOMMENDATION: That consent be GRANTED

CONDITION(S)

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 signage and flagpoles hereby approved shall be removed within 3 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.

REASON(S)

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.
 3. To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.
 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.
 6. In the interests of the amenity of the area
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