



PLANNING STATEMENT

APPLICATION FOR EXPRESS CONSENT: TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

Dear Case Officer,

9-11 Regent Street Wrexham

PLANNING APPLICATIONS WALES REFERENCE: PP-12258253

Please find attached, an application for express consent for:

The erection and display a wall-mounted advertisement.

The application comprises the following documents and drawings:

- WRS1 Site plan
- WRS2 Location plan
- WRS3 Specification drawing
- This Planning Statement

This application site is part of the Waterstones shop unit overlooking Regent Street, where it joins Hill Street, and the pedestrianised section of Hope Street begins. which is the main A518 trunk Road taking traffic around and into the town centre of Stafford.

The site is in the town centre primary shopping area. it is dominated by traffic, the highway's infrastructure and is surrounded by typical town centre shops, salons, offices, banks, and take-away outlets.

Proposed display

The proposal is to erect a single advertising display on the Northwest facing gable.

The display will be 1.92 metres wide and 2.8m high.

Proposed View



Grounds for Approval

Amenity

The Regulations, National Planning Policy Framework, and Planning Practice Guidance require that decisions relating to advertisements are made only in the interests of amenity and public safety. (Unlike applications for buildings, advertisements are not covered by the T&CP Act 1990 as amended by the P&CP Act 1991).

Our proposal is designed to respect the general characteristics of the locality. The advertisement will not be out of proportion with the immediate built environment with its' cluster of commercial premises. The location can absorb the advertisement without detriment, and it will not dominate the streetscape.

Public Safety

The display will be at a sufficient height that it will not obstruct or hinder the interpretation of highway signs or signals.



Heritage

The site is situated at the northwestern tip of the Town centre conservation area, directly on the boundary. The proposed display looks out of the area and its' focus is outside of it. We have taken careful note of the heritage assets within this area. We have ensured that our proposal will not affect the siting of these assets as they will not readily be seen within the same context as the application proposal.

Wrexham Town Centre Conservation Area encompasses an historic market town with a character largely dominated by the 18th and 19th century architecture of the Georgian and Victorian periods. In contrast, the application site looks out over a landscape dominated by large, anonymous, late twentieth century buildings of mainly low amenity value.

We do however understand that this section of Regent Street is an important approach to the conservation area and so the display has been offset by 5.5 metres to the right from the edge of the gable to ensure that it does not impact the long view down Hope Street towards the junction with Queens Street.

Illumination

Regent Street is a well-lit town-centre roadway, meaning that the ambient effect of the proposal is sufficiently contained, in accordance with the guidance set out by the Institute of Lighting Practitioners (ILP). Their guidance recommends that advertisements in urbanised, well lit, areas '*should not exceed 300cd/m² at night*'.

During the daytime, 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 in the interests of amenity and public safety.

The display will contain a feature that will turn off the screen if the display experiences a malfunction. No advertisement will contain moving images, animation, intermittent or full motion video images, or any images that resemble road signs or traffic signals. There will be a smooth, uninterrupted transition from one image to another. Transitions shall be instantaneous, and no individual advertisement will be displayed for a duration of less than 10 seconds.

Summary and Conclusion

The proposal is consistent with the themes and objectives of the national planning policy framework.



Should you require any additional information or if you think that there is anything else that we can add to the application to improve it, then please do not hesitate to get in touch, as we are very receptive to constructive discussions.

Yours faithfully,

A handwritten signature in black ink that reads 'Tim Spottiswood'.

Tim Spottiswood

19th June 2023