

Wrexham County Borough Council
Planning Service
16 Lord Street
Wrexham
LL11 1LG

Date: 20 July 2023

Our ref: 63948/01/DL/CA/26774931v3

Dear Sir/Madam

Plas Coch Retail Park, Wrexham, LL11 2BA: Submission of Application for Advertisement Consent for display of 1no. illuminated totem sign (relating to unit H)

On behalf of our client, Marks and Spencer plc, we are pleased to submit an application for advertisement consent at Plas Coch Retail Park, Wrexham, LL11 2BA.

Application Submission

This application for advertisement consent has been submitted via Planning Applications Wales and comprises the following documents:

- 1 This covering letter;
- 2 Completed application forms;
- 3 Proposed signage including location plan and elevations (0191-WRE001-A-9001-01-Proposed Totem Details).

A fee of £120 has been paid via Planning Applications Wales.

Site and Context

Under reference number P/2022/1009, the application site was granted full planning permission in January 2023 for the following development:

“External alterations to existing retail unit (Class A1) including installation of new shopfront to create 2no. customer entrances for Unit H & Unit J, erection of rear loading bay, external plant and fenced plant enclosure, 5no. trolley bays and associated works.”

This advertisement application is submitted alongside a separate non-material amendment application (seeking amendments to the servicing yard and plant relating to the above permission), and a separate

application for advertisement consent seeking consent for fascia signs on the storefront, and adverts on the trolley bays.

The site is located on the active Plas Coch Retail Park adjacent to the stores occupied by Curry's and Sainsbury's.

Advertisement Proposals

This application seeks consent for the installation of 1no. illuminated totem sign relating to the retail unit subject of planning permission ref. no. P/2022/1009.

The site location plan on drawing (0191-WRE001-A-9001-01-Proposed Totem Details) denotes the proposed location of the totem sign. The proposed sign is within the retail park boundary and will be ancillary to M&S store. The totem sign's height is 8 metres (m), its proposed width is 2 m and proposed depth is 0.306m. The totem sign will be formed of three separate panels; the upper panel is 2m in height, and the lower two are 3m in length each. The three panels will be fixed to the frame with colour matched screws. The totem sign is proposed to be illuminated to 300 candelas per sqm, and the indicative power supply is denoted on plan (0191-WRE001-A-9001-01-Proposed Totem Details).

The upper panel will have a 25mm aluminium rim painted RAL colour 9005, on a background illuminated by white LEDs mounted internally. The text on the upper panel reads 'M&S Food' see plan (0191-WRE001-A-9001-01-Proposed Totem Details) for more details.

The middle panel contains further text detailing the contents of the store. All text will be 20 millimetres (mm) on Opal 030 acrylic. This will be pushed through the aluminium frame and will be illuminated by white LEDs mounted internally. The aluminium panel will be painted RAL colour 9005.

The bottom panel contains some text which will be 20mm on Opal 030 acrylic and this will be pushed through the aluminium frame and will be illuminated by white LEDs mounted internally. The M&S URL will appear below this and this text will be white vinyl applied to the face. The aluminium panel will be painted RAL colour 9005. The bottom panel will be illuminated to 300 candela per square metre.

The sign will be supported by a base concrete pad which will be 3m by 4m by 0.65m. The sign will sit in 30mm thick steel base plates.

Assessment of Proposal

National guidance found in Technical Advice Note 7 – Outdoor Advertisement Control (1996) and the Town and Country Planning (Control of Advertisements) Regulations 1992 writes that advertisements considered under Express Consent must be judged against the criteria of amenity and public safety. Amenity refers to the effect the advertisement has on appearance of the surrounding area and its host building, and public safety refers to any potential impact of the advertisement on highway users.

The proposed advertisement is considered appropriate and necessary to enable the Applicant to communicate the nature of buildings and service it will provide. It is in keeping with the character of the surrounding retail park.

Due to the nature of the advertisement and the site context, the proposed advertisement is not considered to have a detrimental impact on residential and visual amenity or public safety and therefore

fully accords with national guidance on advertisements. We therefore request that advertisement consent is granted.

Concluding remarks

The totem sign is a typical feature within the retail park setting and will facilitate the operation of the retail unit as an M&S Food Store at Plas Coch Retail Park. We consider that the totem sign proposed is of a size and position appropriate for this location, and would preserve amenity and public safety.

We trust you have sufficient information to validate and determine this application. If you have any queries please do not hesitate to contact myself or my colleague Daniel Lampard.

Yours faithfully



Caitlin Attrill

Planner

BA (Hons)