

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

Date: 20 July 2023

Our ref: 63948/01/DL/CA/26774228v2

Dear Sir/Madam

Unit H, Plas Coch Retail Park, Wrexham, LL11 2BA: Submission of Application for Advertisement Consent for display of 2 no. adverts on the store building and 10 no. adverts on trolley bays, within the store car parking area

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

Application Submission

The application has been submitted via Planning Applications Wales and comprises the following documents:

- This covering letter;
- Completed application forms;
- Site location plan (0191-WRE001-A-9000-05-Proposed Site Plan);
- Proposed store signage and elevations (0191-WRE001-A-2002-00-Proposed External Elevations Signage Application);
- Proposed trolley bay signage (0191-WRE001-A-9002-01-Proposed Trolley Bay Signage).

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:

“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 non-material amendment application seeking minor amendments to the servicing yard and plant relating to the above permission, and separate advertisement application for advertisement consent seeking consent for a totem sign.

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

Advertisement Proposals

Store fascia signs

This application seeks consent for display of two fascia signs on the storefront.

Sign A is proposed on the west elevation (principal front elevation) and is a backlit illuminated (300 candelas) box fascia sign displaying the text 'M&S Food'. The proposed width is 6.265 metres, and the proposed length is 4.85m. As shown on drawing ref. no. (0191-WRE001-A-2002-00-Proposed External Elevations Signage Application) Sign A will be on a backlit Flexface skin, and the backlit box illumination is to be spread evenly within the lightbox (by means of white LED's) to provide an even spread of light across the surface of the sign, with no shadowing to occur from the lettering fixes. The external printed white flexface skin is to provide white illumination via agilight white 5000k LEDs – the signage skin is to be completely opaque. The 'M&S Food' text will be in Black Satin colour (RAL 9005), with folded aluminium capping bordering the fascia sign. The width of the capping face is to match the stem thickness of the smallest letter in the sign. The text will be in stacked 3D lettering; 'M&S' depth to match the width of the stem 'M'; 'FOOD' depth to match width of the stem 'F'. All 3D lettering is offset from the signage fascia by approximately 25mm. Signage depth is approximately 224mm deep including capping and signage is to be fixed back to the building/canopy framing using discreetly placed contemporary brackets and fixings to structural engineer approval.

Sign B is proposed on the south elevation and is an illuminated billboard box sign, length 3.1m, width 6.1m and depth 0.196m. The sign will be an internally illuminated LED box, illuminated by white LEDs. Illumination will be evenly spread across the surface of the sign. A creative indication for the billboard is provided in Figure 1 below, however its purpose is to enable seasonal and promotional items to be advertised and therefore the exact graphic/text used will vary.

Figure 1 Creative indication of billboard (Sign B) Graphic



Trolley Bay signs

Application ref. no. P/2022/1009 approved five trolley bays within the store car parking area and forecourt. This application seeks consent to display two signs on one elevation of each of the five trolley bays. The signs will be displayed internally and externally on the trolley bays (therefore totalling ten signs) on clear polycarbonate panels forming the trolley bays and will be 1.265m in length and 1.91m in width. See plan (O191-WRE001-A-9002-01-Proposed Trolley Bay Details) for further detail on the design of the signs.

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 services it will provide. It is in keeping with the character of the surrounding retail park use.

Due to the nature of the advertisement and the site context, the proposed advertisements are not considered to have a detrimental impact on residential and visual amenity or public safety and therefore fully accord with national guidance on advertisements. The two fascia signs proposed on the store front are of a size and appearance in keeping with the size of the store and are therefore deemed appropriate. The signs to be displayed on the interior and exterior of the trolley bay panels are typical features of retail parks and do not harm amenity or public safety. We therefore request that advertisement consent is granted.

Concluding remarks

The advertisements are appropriate 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 proposed trolley bay advertisements are typical features in a retail car park and are therefore necessary features of this M&S store.

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

A handwritten signature in dark ink, appearing to read 'Caitlin Attrill', is written over a light grey rectangular background.

Caitlin Attrill

Planner

BA (Hons)