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

17 April 2023

Dear Sir / Madam

Application for Express Advertisement Consent, land facing the Mold Road, Maesgwyn Hall, Mold Road, Wrexham, LL11 2AF.

Please find enclosed our clients application for Consent to Display an Advertisement under the Town & Country Planning (Control of Advertisements) Regulations 1992.

This application seeks the following:

Display of an illuminated roadside sign

The application comprises the following documents and drawings:

- Express Consent Application Form
- Drawing no. T4786 A4 050 rev – Site Location Plan
- Drawing no. T4786 A4 051 rev – Site Plan
- Drawing no. T4786 A4 060 rev – Elevations (existing & proposed)
- Drawing no. T4786 A4 061 rev – Specification Sheet
- Appendix 1 - Schedule of Suggested Special Conditions
- Appendix 2 - Crashmap extract

The fee has been paid via the Planning Portal.

Proposal

This application seeks to provide illuminated (digital) signage within the car park of the Maesgwyn Hall facing those travelling southeast (towards Wrexham town centre) on the Mold Road.

The Application Site

The proposal is part of the large Maesgwyn site which hosts a Club, Venue and Nursery.

The proposed sign is set on the sites boundary and faces north.

Application Site Planning History

The host site has a range of commercial consents in place.

The proposed sign is not within a Conservation Area or attached to a Heritage Asset. The proposed signage is not readily visible from or in conjunction with any sensitive land uses.

Adjacent Land Uses

The host site is located to the northwest of Wrexham Town Centre and is bounded by commercial land uses.

To the immediate north of the site is the A541, Mold Road with the Glyndwr University beyond.

To the east is part of the University site along with the 'Racecourse' stadium, home to Wrexham Football Club.

To the south of the host site, the Mold Road continues with the nearest neighbour being the modern Shell Filling Station.

To the west of the site (beyond the sites own extensive grounds) is Yale Park, a residential road.

The Mold Road is multi-lane close to the application site with high level streetlighting, separate footways and dedicated turning lanes.

Background to the Application & Advantages

Our clients wish to provide a modern and flexible signage opportunity to the area to allow sustainable, relevant, locally focused and timely messaging.

Elsewhere in the Country and across the UK we have seen the benefit of this flexibility which can include public messages (such as Governments Stay at Home & Essential Journeys Only campaigns) and the more ready display of non-commercial messages during void periods.

The proposed sign would be 3m wide x 6m high and enclosed in simple framing. The sign would present a range of static messages, each lasting for not less than 10 seconds. The change between each message would be almost instantaneous with no animation, flashing or special effects.

The use of digital technology allows the proposed signs to be operated remotely thus materially reduces vehicle movements to manage the sign when compared to a banner or traditional fixed sign advertising with only periodic inspection and servicing being required.

The use of digital technology also completely removes the requirement to print and fix material to sign boards which is then disposed of each time the sign is updated.

Recognising the illuminated nature of the proposed sign, we look to levels recommended by the Institute of Lighting Professionals ('The Brightness of Illuminated Advertisements' PLG05, 2015); that report recommends a maximum luminance level of 300 candelas/sqm in medium brightness areas at night and 5,000 candelas/sqm during the day and we have suggested a Special Condition to match this.

Planning Policy

The legislative framework for the control of advertisements is contained within Town and Country Planning (Control of Advertisements) Regulations 1992, supplemented by Technical Advice Note (Wales) 7.

Regulation 4 states that advertising should be controlled in the interest of amenity and public safety taking into account any material factors.

TAN7 provides a practical framework to assist decision making and reinforces the importance that advertising has to the national economy.

Amenity

As explored above, the application site is located alongside the busy A541, Mold Road and is well contained by other commercial land uses.

On approach to the site from the northwest, the proposed sign is intended to be visible to those travelling from the A483 trunk road / Plas Coch Retail Park roundabout and heading towards Wrexham town centre.

The proposed site comes into view as drivers pass the large Glyndwr University site.

In that view, the proposal is viewed against the backcloth of the neighbouring Shell Filling Station with the Football Stadium opposite.

Both the filling station and stadium are prominent in the street scene with their own illumination, signage and (in the case of the stadium) mass and vertical context.

On approach from the southeast the blank rear of the proposal is visible obliquely and at relatively short range across the neighbouring filling station forecourt and will thus not have any material visibility.

The proposal is not intended to be readily visible from residential property on Yale Park, the face of the proposed sign faces away from this area.

Public Safety (Highways Safety)

The road immediately adjoining the proposed sign has a good safety record with no accidents reported in the last 3 years.

An extract from Crashmap is shown at Appendix 2.

The proposed sign is supported entirely on the host site and will oversail and be maintained from private land.

The proposed sign will appear gradually on approach as drivers pass through this lit, mixed use area and so we consider it extremely unlikely that any driver who is exercising a reasonable degree of care for their own and others safety would be distracted or confused by this proposal.

As an appropriately lit unit, displaying (by its nature) simple messages, logos and images, the proposed sign will be readily absorbed (or ignored) by passers-by.

In more general terms, we consider that there is nothing unusual or complicated about Mold Road to give rise to special road safety concerns.

Summary

The principle of mixed activity is well established in this area and we consider the site appropriate for the introduction of new digital signage to allow the promotion of commercial activity.

In amenity terms, we consider the scheme to contribute neutrally to positively, adding colour to reinforce the commercial nature of this approach to Wrexham town centre while being contained by compatible land uses. The proposed sign will be read in the context of other modern development and so it will not spoil or dominate the streetscene.

The proposal is not adjacent to any heritage assets or other sensitive land uses.

As a carefully orientated sign in the drivers natural forward range of vision, we consider that the proposed sign can be readily seen (or ignored) and so would not cause any automatic harm to public safety either during installation or operation.

Should you have any queries in respect of this application or require additional detail we would be happy to discuss this with you.

Yours faithfully.

Stuart Wellman MRICS

Director

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Appendix 1

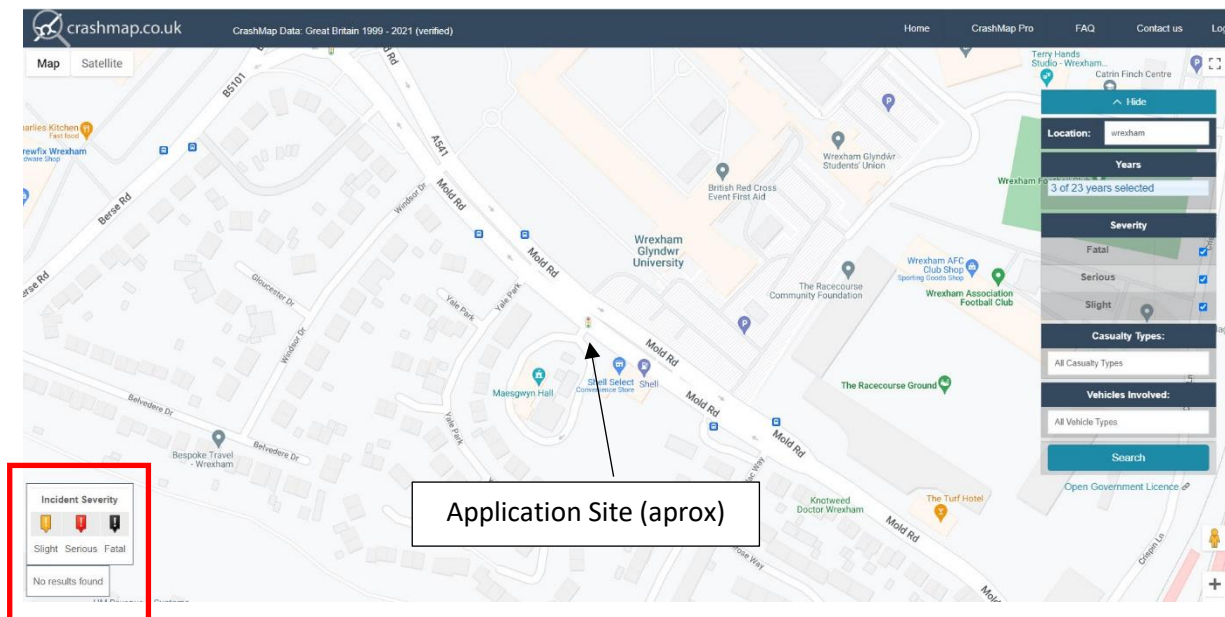
List of Suggested Special Conditions

1. Rate of change shall be no more than once every 10 seconds.
2. Illumination shall not exceed 300cd/m² at night.

Appendix 2

Crashmap Extract

Map produced 17 April 2023



CrashMap Data: Great Britain 1999 - 2021 (verified)

Data source Department for Transport

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