

REPORT OF THE CHIEF OFFICER ECONOMY AND PLANNING – 3 OCTOBER 2022

APPLICATION NO:
P/2022 /0389

LOCATION:
9 TO 11 REGENT STREET
WREXHAM
LL11 1SG

DATE RECEIVED:
20/04/2022

COMMUNITY:
Offa

DESCRIPTION:
HYSBYSEB AR GYFER 1 ARWYDD
FFASGIA AC 1 ARWYDD TAFLUNIO /
ADVERTISEMENT CONSENT FOR 1
FASCIA SIGN AND 1 PROJECTING
SIGN

CASE OFFICER:
MP

WARD:
Brynyffynnon

AGENT NAME:
MR LLOYD COLLINS

APPLICANT(S) NAME:
MERKUR SLOTS UK LTD

THE SITE



PROPOSAL

As above.

HISTORY

P/2014/0393 CHANGE OF USE FROM RETAIL USE (CLASS A1) TO ARTS CENTRE (CLASS D1) FOR TEMPORARY PERIOD. (IN RETROSPECT). Granted 24.9.2014

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P/2014/0740 DISPLAY OF ADVERTISEMENTS
(2 FASCIA SIGNS, 1 HANGING SIGN AND 1 WINDOW SIGN -
ALL NON-ILLUMINATED). Granted 25.11.2014

P/2022/0390 NEWID DEFNYDD O DDEFNYDD MANWERTHU (A1) I
GANOLFAN GEMAU I OEDOLION (SUI GENERIS) / CHANGE
OF USE FROM RETAIL (A1) USE TO ADULT GAMING
CENTRE (SUI GENERIS). Pending.

DEVELOPMENT PLAN

Within settlement limit and Wrexham Town Centre Conservation Area.
Policies PS2 and EC7 apply. National planning guidance Technical Advice
Note (TAN) 7: Outdoor Advertisement Control is also applicable.

CONSULTATIONS

Community Council

See comments for P/2022/0390.

Local Member

Notified 20.04.22

Highways

No objection subject to condition requiring the signs not to be illuminated in a manner that they present disabling glare or dazzle to traffic using the adjacent highway.

SPECIAL CONSIDERATIONS

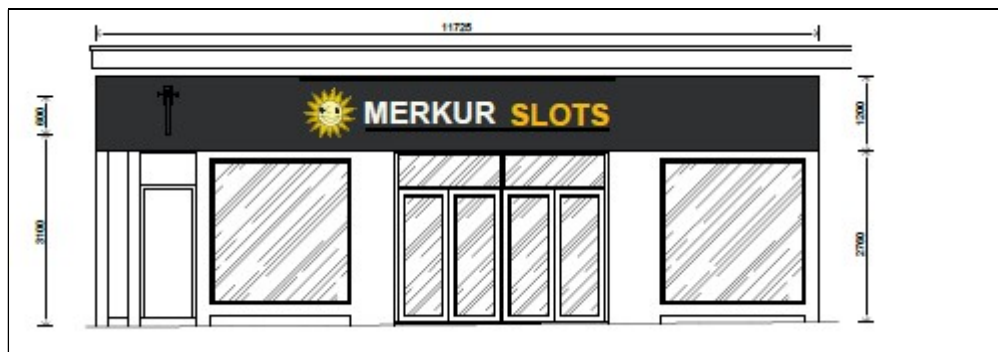
Policy: Technical Advice Note 7 advises that control of advertisements can only be exercised in:

- 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 existing elevation plan and the proposed elevation plan showing the proposed signage are included below:



Existing Elevation



Proposed Plan

The proposals also include a sign that will project 800mm from the shop fascia.

The proposed signs are broadly in keeping with character and appearance of the existing shop front as well as the wider street scene and therefore will preserve the character of the Conservation Area.

The signs will be externally illuminated by. The means of illumination is relatively discreet so will not detract from the appearance of the frontage. The site is within a street lit area and other nearby retail units also have similarly illuminated signage. The illumination of the proposed signs will therefore not detract from the character of the area during times of darkness.

Public Safety: The site fronts onto a pedestrianised street, although vehicles due also use the street, for example for deliveries or emergency access

The projecting sign will be at a height that will not present a danger to pedestrians nor will it impede the passage of vehicles. The means illumination will be directed towards the signage so will not prove distracting to the drivers of any vehicles passing along the street. Whilst noting the condition recommended by Highways the requirements are already met by the proposals and therefore the condition is unnecessary.

CONCLUSION

Having regard to the interests of amenity and public safety the proposed signage is acceptable.

RECOMMENDATION

Advertisement Consent is 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).

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.
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