

| CONSULTATION RESPONSES  | Supports | Objects | No objection or no comments | Comments | No reply |
|-------------------------|----------|---------|-----------------------------|----------|----------|
| Community Council       |          | ✓✓      |                             |          |          |
| Local member(s)         |          |         |                             |          |          |
| Highways                |          |         |                             | ✓        |          |
| Public Protection       |          |         |                             | ✓        |          |
| Natural Resources Wales |          |         |                             |          |          |
| Welsh Water             |          |         |                             |          |          |
| Other                   |          |         |                             |          |          |
| Neighbours              |          |         |                             |          | ✓        |

Caia Park CC: The overall size of the sign is 6.4m x 3.4m plus the steel supports. It is proposed to locate the sign directly opposite the Hullah Lane junction which carries a considerable amount of vehicular traffic particularly turning right when leaving the town. Members feel that given the size and the orientation of the sign it will be a distraction to drivers. Accordingly, the Council object to the proposal

Rhosddu CC: The Council objects to this application, due to concerns about the location, size and orientation of the proposed sign. It is not in keeping with the neighbourhood and locality and could be detrimental to the Streetscene. The Community Council has concerns that the proposed sign may also cause nuisance to nearby residents and its prominence and size will distract drivers using the A534 Holt Road particularly at its junction with Hullah Lane which is a main feeder road to the Caia Park Estate.

| RELEVANT HISTORY | P/2020/0611 P/2008/0713 P/2007/0292 |
|------------------|-------------------------------------|
|------------------|-------------------------------------|

| PLANNING POLICY/CONSTRAINTS          | YES | ACCEPTABLE | NOT ACCEPTABLE |
|--------------------------------------|-----|------------|----------------|
| Outside settlement                   |     |            |                |
| Inside settlement                    | ✓   |            | ✓              |
| Conservation Area                    |     |            |                |
| Listed Building/ setting             |     |            |                |
| Green Barrier                        |     |            |                |
| Special Landscape Area               |     |            |                |
| Flood Risk                           |     |            |                |
| Within Buffer Zone or affecting SAC* |     |            |                |
| World Heritage Site                  |     |            |                |
| AONB                                 |     |            |                |
| Other                                |     |            |                |

| LOCAL PLANNING GUIDANCE | ACCEPTABLE | NOT ACCEPTABLE |
|-------------------------|------------|----------------|
| 1 advertisements        |            | ✓              |
|                         |            |                |
|                         |            |                |
|                         |            |                |

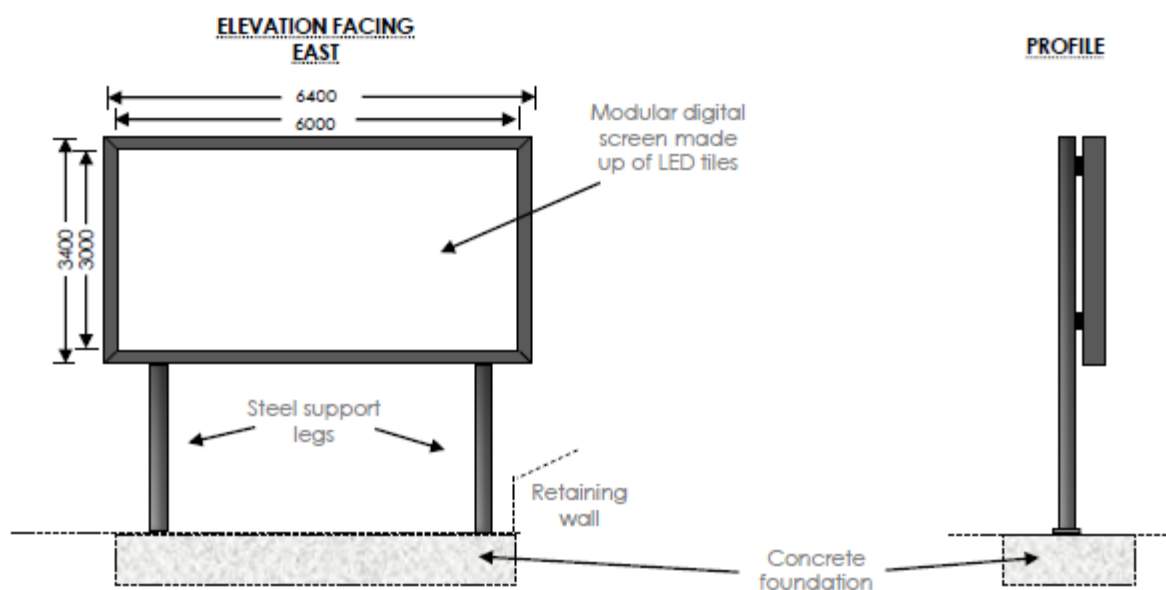
| KEY ISSUES          | Acceptable | Not Acceptable | Observations below | N/A |
|---------------------|------------|----------------|--------------------|-----|
| Residential Amenity |            | ✓              |                    |     |
| Design              |            | ✓              |                    |     |
| Highway safety      | ✓          |                |                    |     |

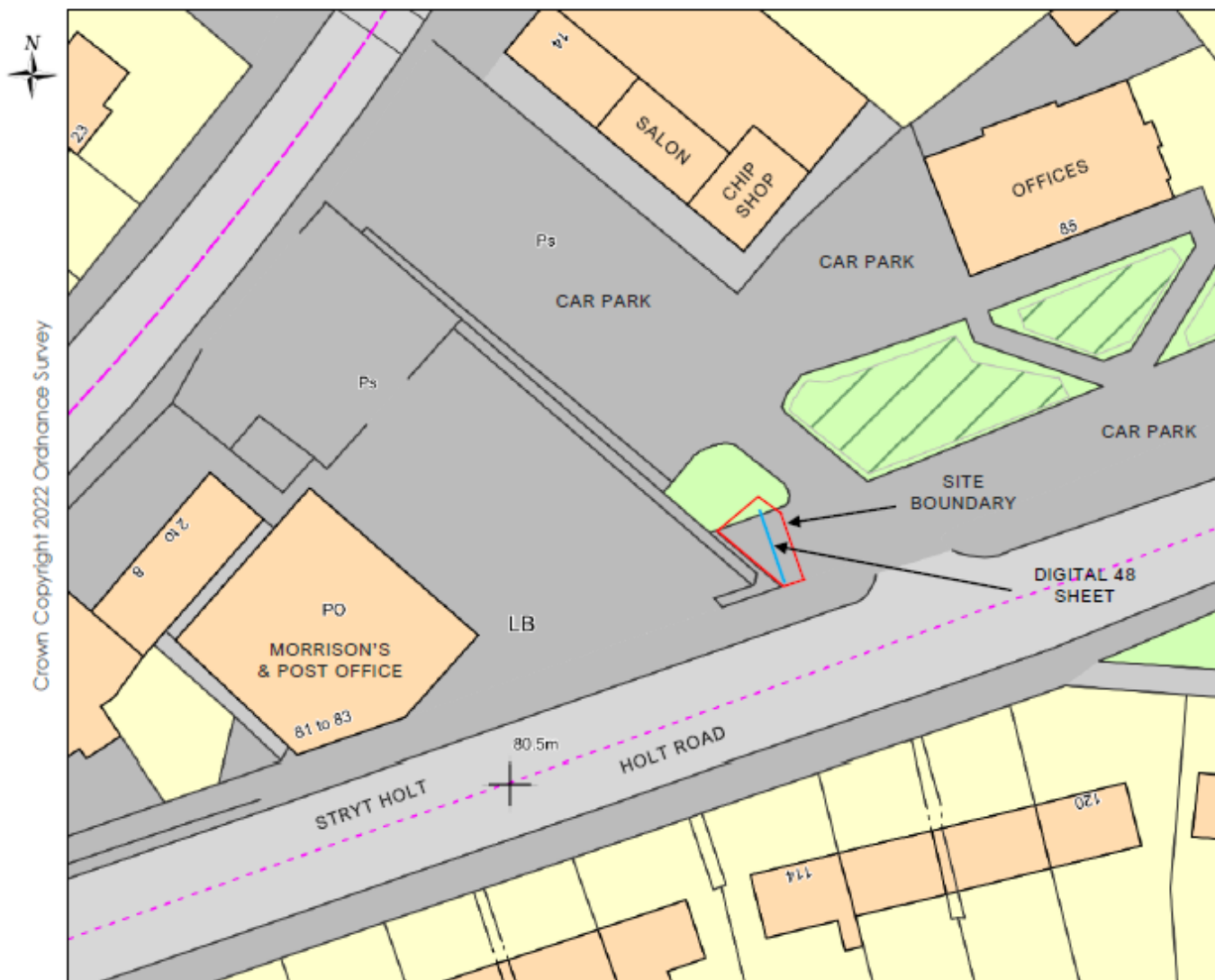
|                 |  |  |  |   |
|-----------------|--|--|--|---|
| Parking         |  |  |  | ✓ |
| Conservation/LB |  |  |  | ✓ |
| Ecology         |  |  |  | ✓ |
| Trees           |  |  |  | ✓ |
| Other           |  |  |  | ✓ |

The site is located within at the edge of the car park of the former Hand Inn which is now in use as offices. The application seeks consent for an internally illuminated 48-sheet (6m by 3m) digital poster display.



Proposed display





### **OBSERVATIONS:**

There have been several applications for digital display screens recently:

#### Brook Street

P/2021/0557 Refused Appeal dismissed

#### Pentrefelin:

P/2019/0842 Refused Appeal Dismissed

P/2020/0761 Refused Appeal Dismissed

#### Eagles Meadow:

P/2020/0585 Refused

P/2021/0291 Granted In use

P/2021/0889 Granted

#### Smithfield Road

P/2022/0234 Current

#### Regent Street:

P/2020/0488 Refused Appeal allowed In use

P/2021/0212 Refused Appeal allowed In use

#### Holt Road

P/2022/0235 Current

The two applications granted by the Council have been for replacement of existing advertising with display screens, one on north side and one on south side of Eagles Meadow. The two proposals allowed on appeal are opposite the station and were for new displays.

### **Main issues**

#### Amenity

The sign would be an intrusive element in the street scene, which although commercial is enhanced by significant planting alongside Mecca Bingo. There are several residential properties in the area On Holt Road and Hullah Lane.

The proposed digital display sign would be an unwelcome commercial intrusion to the area and could be repeated at several other sites outside the town centre, creating a clutter of advertising.

LPGN 1 states that the siting of large roadside hoardings has a marked effect on the locality and such proposals will be resisted in residential areas.

#### Highway safety

The proposed development site is located on Holt Road which is a busy, classified road subject to a 30mph speed limit. The comments raised by the Community Council are noted but without an objection from the highway authority refusal of permission would be difficult to sustain.

### **Conclusion**

It is considered that the proposal would be detrimental to amenity.

| <b>RECOMMENDATION</b> |   |
|-----------------------|---|
| <b>GRANT</b>          |   |
| <b>REFUSE</b>         | ✓ |
| <b>S106</b>           |   |