

REPORT OF THE CHIEF OFFICER PLANNING AND REGULATORY – 6TH DECEMBER
2021

APPLICATION NO:
P/2021 /0889

LOCATION:
EAGLES MEADOW SHOPPING
CENTRE SMITHFIELD ROAD
WREXHAM
LL13 8DG

DATE RECEIVED:
10/09/2021

COMMUNITY:
Caia Park

CASE OFFICER:
SJG

WARD:
Smithfield

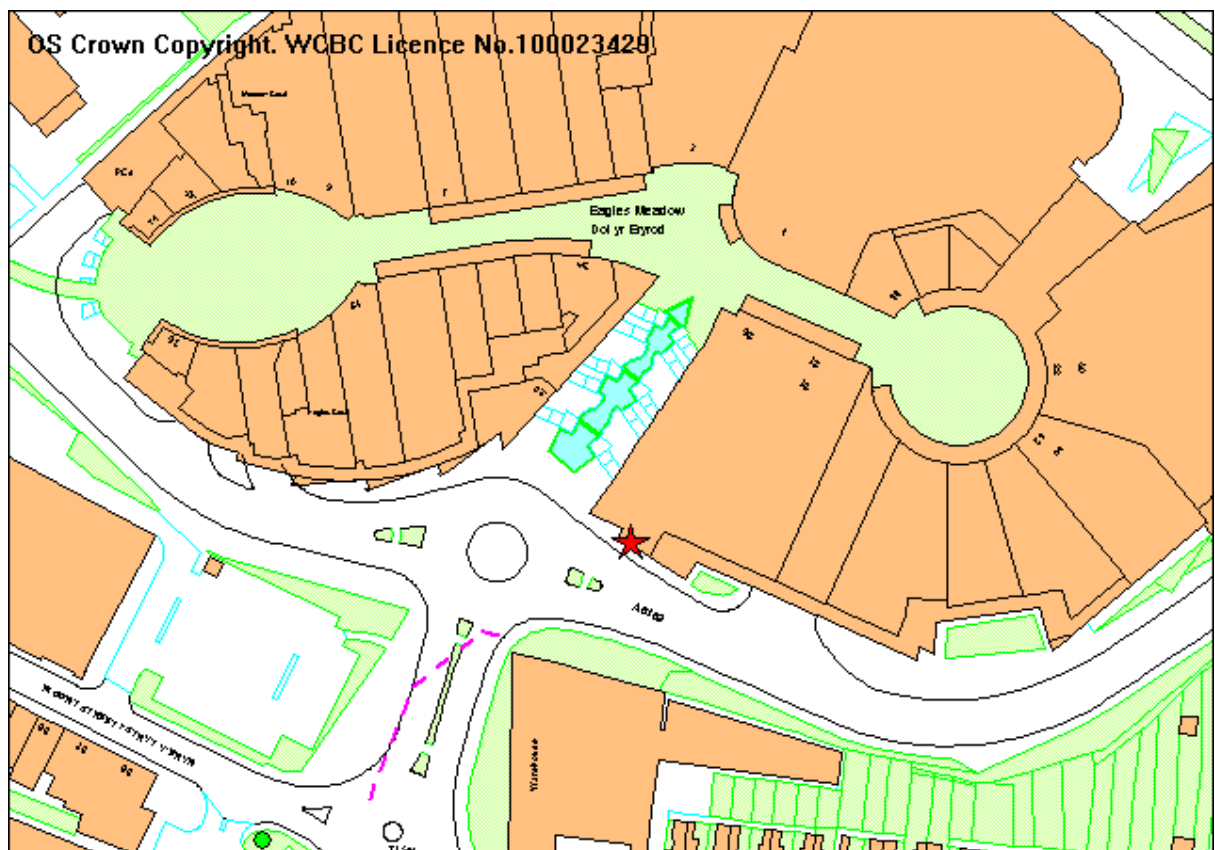
DESCRIPTION:
CANIATAU HYSBYSEBU AM 1
SGRIN DARPARU DIGIDOL /
ADVERTISEMENT CONSENT FOR 1
DIGITAL DISPLAY SCREEN

AGENT NAME:
MR JAMES TARPY

APPLICANT(S) NAME:
WILDSTONE ESTATES LTD

THE SITE

The site is on the south side of the shopping centre close to the roundabout.





PROPOSAL

As above.

The application seeks replacement of an existing hoarding with a digital display posser, 3m tall by 6 metres wide, 2.2 metres above ground level. .

HISTORY

This site

P/2020/0585 Digital display poster Refused 24/11/2020

P/2018/0712 two advertising kiosks Granted 14/9/2018

P/2008/0594 Display of advertisements Granted 16/7/2008

North elevation

P/2021/0291 Digital display sign Granted 18/8/2021

Other Digital Display Hoardings

Brook Street

P/2021/0557 Digital advertising display unit. Refused 22/7/2021
Appeal Pending

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Pentrefelin:

P/2019/0942 Digital advertising display unit. Refused 5/2/2020.
Appeal Dismissed 3/6/2020

P/2020/0761 Digital advertising display unit. Refused 10/11/2020.
Appeal Dismissed. Appeal dismissed 29/6/21

Regent Street:

P/2020/0488 Digital advertising display unit. Refused 21/8/2020
Appeal allowed 8/12/2020

P/2021/0212 Digital advertising display unit. Refused 2/3/2021
Appeal allowed 3/8/2021

DEVELOPMENT PLAN

The site is within settlement limits as set out in the Wrexham Unitary Development Plan. Policies PS1, PS2 and GDP1 are relevant together with Local Planning Guidance note 1 Advertisements.

CONSULTATIONS

Caia park CC:	The community council object to this application on the same grounds as P/2020/0585. Visual impact and detrimental to road safety.
Local member:	The proposal should meet the standard to stop it being a distraction for motorists.
Highways:	No objections subject to a condition
Site notice	Expired 7/10/2021.

SPECIAL CONSIDERATIONS

Amenity: Advertisement consent was refused for a digital display sign on this part of Eagles Meadow least year on the grounds of advert impact upon visual amenity and the landscaping of Eagles Meadow.

Since the decision was made to refuse a digital display at this site we have received appeal decisions for similar digital display screens, and consent has been granted for a display on the north elevation.

The sign would be a prominent feature of the locality but there are no residential properties or heritage assets affected. These issues were the main considerations in the dismissal of the appeals at Brook Street, where the Inspector concluded:

In my view....the proposed concentrated visual and illuminated display with sequential changing images would be unduly prominent when seen against

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the backdrop of the landscaped bank with further planting framing the proposed display in that view.

I agree with the previous Inspector that the former appeal display would have stood-out in its immediate contextual setting, but in my view, the prominence of this appeal advertisement display would be equally or even more apparent to passers-by given that the proposed display screen would be framed by proposed landscaping. The proposed display would be shrouded by landscaping drawing views towards the display. In this regard, the concern previously noted that there would be an overstated commercial connotation which is out of keeping with its immediate setting is not diminished due to the fact that the proposed sign has been reduced in height and scale.

In determining the more recent of two allowed appeals at Regent Street, the Inspector concluded:

Due to the commercial nature of the site and the mixed-use character of the wider area, the proposal would not appear incongruous in its surroundings. Given the prevalence of other signs and adverts in the wider area, and the limited number of large signs of comparable scale, nor would it substantively alter the current situation. Along with the separation distances from the free-standing signs to the south, the proposal would not, therefore, result in harm due to visual clutter. In conclusion, the proposal would not be harmful to visual amenity, would preserve the setting of the listed building and would also preserve the character or appearance of the CA and its setting.

Taking into account these decisions, and the commercial/retail character of the site, it is considered that a re-appraisal of the previous decision is justified. In this location, where there are already two large hoardings and blank high walls of the shopping centre and also a lack of residential properties in immediate proximity the display is not considered to be out of character with the area.

Highway safety: The proposed development site is located adjacent to the A5152 Eagles Meadow Link Road which is a busy, unclassified road subject to a 30mph speed limit.

The proposed sign is one that potentially changes images approximately every 10 seconds.

The highway authority has no objections to the proposed development on highway grounds and recommend any permission include the following condition:-

CONCLUSION

It is considered that the proposal would not be harmful to amenity or public safety.

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RECOMMENDATION: That advertisement consent be 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).
6. The proposed sign shall not be illuminated in such a manner that it presents any disabling glare or dazzle to traffic using the adjacent highway.
7. The maximum level of illumination should not exceed 600cd/m² during daylight hours or exceed 300cd/m² during twilight and night hours (dusk until dawn), in accordance with the terms of the Institution of Lighting Professionals, Professional Lighting Guide 2015 recommendations for maximum luminance (cd/m²).
8. The luminance level of the display should be controlled by ambient environmental control, which would automatically adjust the brightness level of the screen to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the display is maintained at a set level.
9. The approved display should contain at all times a feature that will turn off the screen (i.e. show a black screen) in the event that the display experiences a malfunction or error.
10. No individual advertisement on the LED screen will contain moving images, animation, intermittent or full motion video images, or any images that resemble road signs or traffic signals.
11. There shall be a smooth uninterrupted transition from one image to another. Transitions shall be instantaneous, and no individual advertisement shall be displayed for a duration of less than 10 seconds.
12. Prior to the display of any advertisements hereby approved, the existing signs located on the south elevation of the building shall be removed in accordance with the approved details.
13. The works granted consent shall only be carried out in strict accordance with the details shown on the approved drawing(s) numbered:
ENG_00072 PA 04 Existing and proposed elevations
ENG_00072 PA 03 Proposed site plan
ENG_00072 PA 02 Existing site layout
ENG_00072 PA 01 Location Plan

and as contained within the application documentation.

REASON(S)

1. To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.
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6. In the interests of highway safety in accordance with Policy GDP1 of the Wrexham Unitary Development Plan.
7. To ensure a satisfactory standard of appearance of the development in the interests of the visual amenities of the area in accordance with Policies GDP1 and PS2 of the Wrexham Unitary Development Plan.
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12. To ensure a satisfactory standard of appearance of the development in the interests of the visual amenities of the area in accordance with Policies GDP1 and PS2 of the Wrexham Unitary Development Plan.
13. To comply with section 71ZA (2) of the Town and Country Planning Act 1990.

NOTE(S) TO APPLICANT

Your attention is drawn to Highway Supplementary Notes - Refer to Statement of Applicant's Rights and General Information on our planning web site at:-
[http://www.wrexham.gov.uk/english/planning_portal/publications/info_sheets.h
tm](http://www.wrexham.gov.uk/english/planning_portal/publications/info_sheets.htm)
