



Penderfyniad ar Apêl

Ymweliad safle a wnaed ar 29/09/11

**gan Emyr Jones BSc(Hons) CEng
MICE MCMI**

Arolygydd a benodir gan Weinidogion Cymru

Dyddiad: 20/10/11

Appeal Decision

Site visit made on 29/09/11

**by Emyr Jones BSc(Hons) CEng MICE
MCMI**

an Inspector appointed by the Welsh Ministers

Date: 20/10/11

Appeal Ref: APP/H6955/H/11/2155905

**Site address: Land adjacent to Broughton Hall Nursing Home, Gatewen Road,
New Broughton, Wrexham LL11 6YA**

The Welsh Ministers have transferred the authority to decide this appeal to me as the appointed Inspector.

- The appeal is made under Regulation 15 of the Town and Country Planning (Control of Advertisements) Regulations 1992 against a refusal to grant express consent.
 - The appeal is made by Bloor Homes Ltd. – North West against the decision of Wrexham County Borough Council.
 - The application Ref P2011/0294 was refused by notice dated 10 June 2011.
 - The advertisement proposed is the erection of a 3m by 1.5m sign.
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Decision

1. The appeal is dismissed.

Main Issue

2. I consider the main issue in this case to be the effect of the proposal on the character and appearance of the surrounding area.

Reasons

3. The proposed sign has already been erected on the north eastern side of the B5433 adjacent to the entrance to the Broughton Hall Nursing Home and some 1km from the Gatewen Village development which it advertises. When travelling towards New Broughton it appears as a large, prominent, isolated and intrusive feature which is harmful to visual amenity.
4. The appellants suggest that the sign points prospective purchasers towards the development which they might not otherwise find. However, there is also a black on yellow sign directing drivers to turn at the junction with Berse Road and when driving along Gatewen Road the development can hardly be missed.
5. The Council has also drawn my attention to the policies it considers to be relevant to this appeal and I have taken them into account as a material consideration. However, powers under the Regulations to control advertisements may be exercised only in the interests of amenity and public safety, taking account of any material factors. In my determination of this appeal, the Council's policies have not therefore, by themselves, been decisive.

6. For the reasons given above I conclude that the display of the sign would be detrimental to the interests of amenity.

E Jones

Inspector