

APPLICATION NO:
P/2019 /0916

LOCATION:
LAND AT ARGOS CAR PARK PLAS
COCH RETAIL PARK PLAS COCH
WREXHAM
LL11 2BW

DATE RECEIVED:
12/12/2019

COMMUNITY:
Rhosddu

CASE OFFICER:
SEH

WARD:
Grosvenor

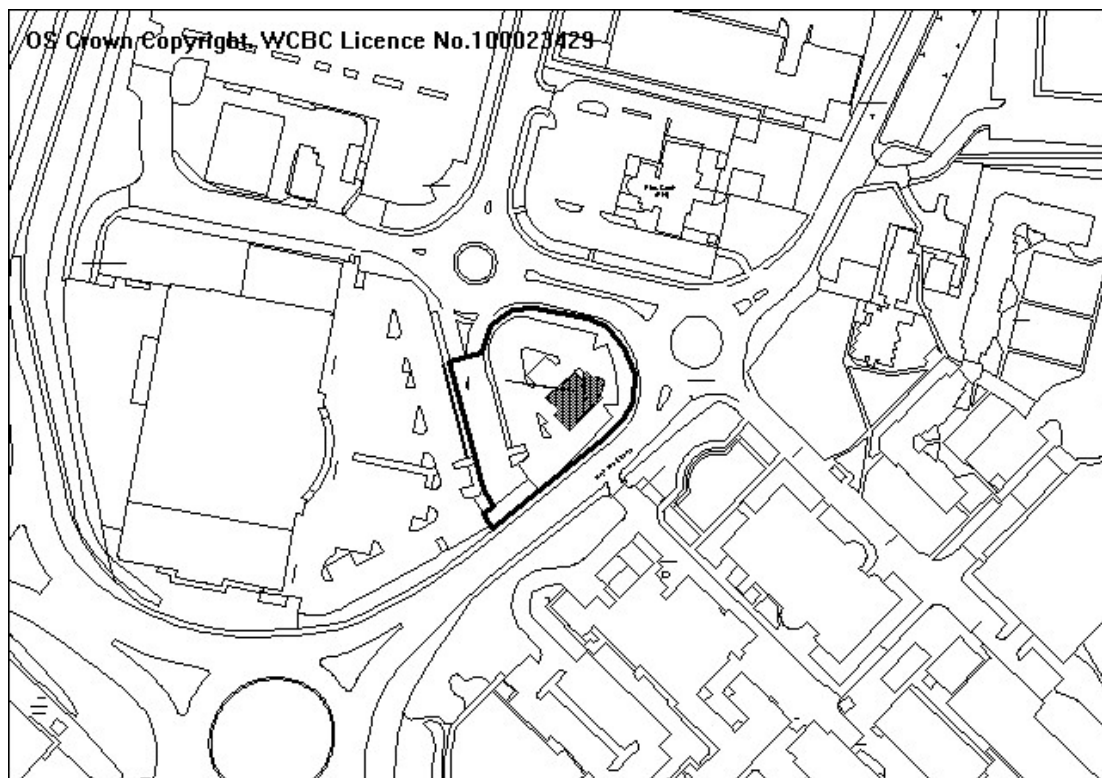
DESCRIPTION:
APPLICATION FOR CONSENT TO
DISPLAY 1 NO. FREE STANDING
TOTEM SIGN

AGENT NAME:
PLANWARE LTD
MR MATTHEW
CARPENTER

APPLICANT(S) NAME:
MCDONALDS RESTAURANTS LTD

THE SITE

Car park area at the Plas Coch Retail Park.



PROPOSAL

Advertisement Consent is sought for the erection of new signage in association with the proposed McDonald's restaurant and drive thru (P/2019/0919). This application for a Totem sign is part of a suite of signage proposals referred to in this same agenda.

HISTORY

P/2019/0917	9 No. Internally Illuminated Signs.
	Decision Pending – also on this agenda
P/2019/0918	4 No. Freestanding Signs, 1 Digital Booth Screen, 1 No. Banner Sign and 16 No. Dot Signs -
	Decision Pending – also on this agenda
P/2019/0919	Erection of a Free Standing Restaurant and Drive Thru Facility
	Decision Pending – also on this agenda

DEVELOPMENT PLAN

The site is within the settlement limits. UDP Policies GDP1, EC9 and EC4 are relevant.

CONSULTATIONS

Community Council:	The signs should not be a distraction to motorists using the nearby roads.
Adj. Community Council:	Consulted 18.12.2019
Local Member:	Notified 18.12.2019
Adjacent Local Member:	Notified 18.12.2019
Highways:	No objections subject to a condition preventing any illumination that would dazzle drivers on the highway.
Conservation Officer:	The proposed signage will not have a significant impact upon the setting of the nearby grade II listed, Glyndwr University.
Tree Officer:	* <u>Comments on the original Proposal</u> The proposed positioning of the totem sign means there will be an increasing risk of direct conflict with the development and the two adjacent London plane trees T10 and T11 subject to TPO WCBC 264/2016. The close proximity of the sign means that it may become visually obscured to customers by the crowns of the two trees leading to increasing pressure to have both or either of the trees pruned or even felled. Installation of the sign may also be a concern due to potential root damage caused during excavation works. • <u>Comments on the amended proposal</u> The Totem Sign has been moved to a suitable location, and I have no objections to the siting of the Totem in its new location.
Site Notice:	Expired 10/01/2020
Neighbours:	51 responses received:

- The Totem sign would have a negative visual impact upon the 'Gateway' into Wrexham and would not be in keeping with the local area such as the college campus and surrounding residential area, and would be overbearing in appearance and look ugly to visitors;
- Drivers could be distracted by looking at the Totem which would impact upon highway safety in this busy area;
- Light pollution.

SPECIAL CONSIDERATIONS

Visual amenity: The proposed totem sign is 12 metres high from ground level, and is subsidiary in height to the building to which it is associated. (See images 1 to 3 below). In terms of the proposal, there is nothing which is considered incongruous for a McDonald's restaurant, set within an established retail park, and is part of its corporate branding.

For a sign of this size, the Technical Report by The Institution of Lighting Engineers – Brightness of Illuminated Advertisements – requires a maximum restriction of 1200 candelas / sq. metre, within an already lit location such as this. Taking the proximity of the highway into consideration, the applicant is proposing that the level of illumination is reduced by half to 600 candelas / sq. metre. The will therefore be no adverse impact upon the residential and visual amenities of the area, or upon highway safety, and the (illumination level will be controlled by condition.



Figure 1. Proposed Totem Sign



Figure 2. Example Image



Figure 3. Example Image

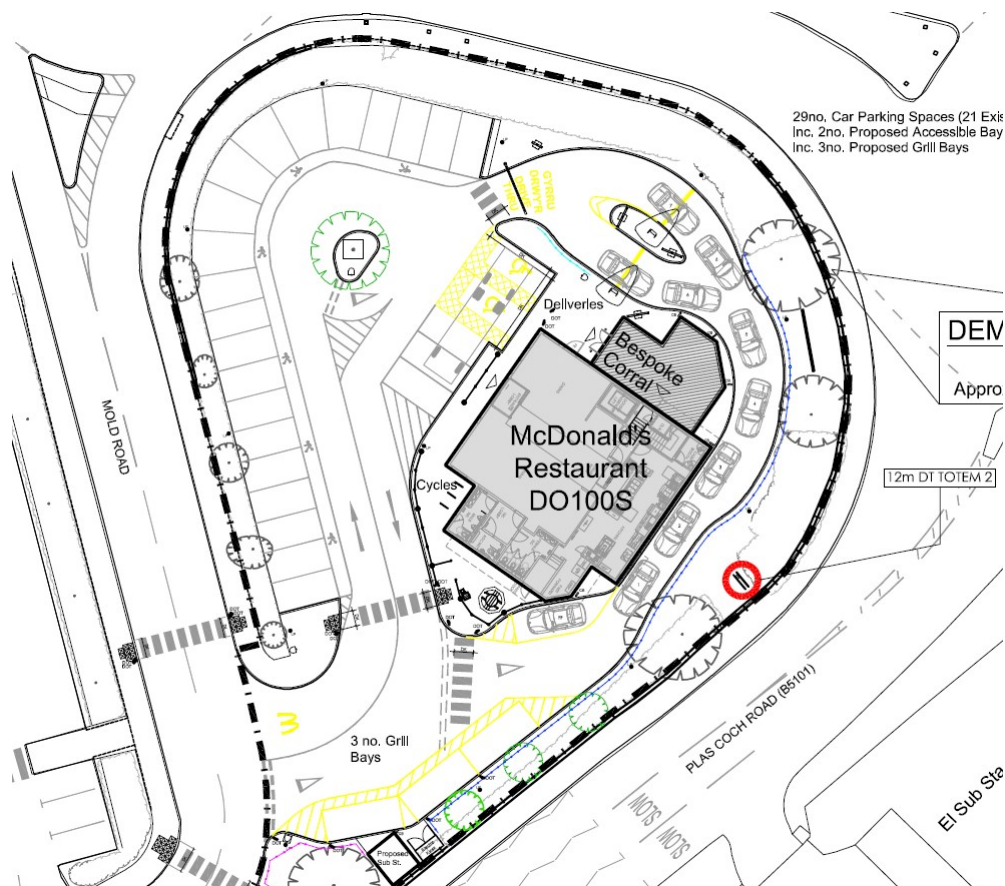


Figure 4. Proposed Location (circled in red)

CONCLUSION

I am satisfied that the proposed signage will not have an adverse impact upon highway safety or upon residential or visual amenity, and I recommend accordingly.

RECOMMENDATION: That 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.
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 intensity of illumination emitted from the signs the subject of this consent shall not exceed 600 candelas/sq.m.
7. The signs shall not be illuminated by intermittent or flashing lighting.
8. The proposed signs shall not be illuminated in such a manner that they present any disabling glare or dazzle to the traffic using the adjacent highway.
9. The development shall only be carried out in strict accordance with the details shown on the approved drawing(s) numbered 7391_AEW_8104_1400, 7391_AEW_8104_1401 Rev B, DT 12m Totem Issue 1, and as contained within the application documentation.

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.
 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.
 6. 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.
 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.
 8. In the interests of highway safety in accordance with Policy GDP1 of the Wrexham Unitary Development Plan.
 9. To comply with section 71ZA (2) of the Town and Country Planning Act 1990.
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