



Llywodraeth Cymru
Welsh Government

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Nigel Turner
The Planning Inspectorate
Crown Buildings
Cathays Park
Cardiff
CF10 3NQ

Eich cyfeirnod
Your reference

APP/H69555/H/21/3275061

Ein cyfeirnod
Our reference

qA1477662

Dyddiad
Date

23 June 2021

Llinell uniongyrchol
Direct line



Ebost
Email:



Dear Mr Turner

TOWN AND COUNTRY PLANNING ACT 1990 – SECTIONS 20 & 78

APPEAL BY: ALIGHT MEDIA LTD

SITE AT: LAND ADJACENT TO UNIT 1, COUNTERPOINT, REGENT ST, WREXHAM LL11 1PF

Thank you for your letter of 12 May 2021, giving notice of an appeal against the refusal of planning permission for the installation of a digital advertising unit at the above site. The site is not under any statutory protection but is near a listed building.

The enclosed Cadw questionnaire, which was returned to you on 21 June, related specifically to listed building and conservation area matters. This letter is intended to supplement that questionnaire.

The Welsh Government's policies for the protection of designated historic assets are set out in Planning Policy Wales (PPW) and TAN 24 and this appeal should be considered in the context of those documents. PPW explains that where development proposals affect a listed building or its setting, the primary consideration is the statutory requirement to have special regard to the desirability of preserving the building, or its setting, or any features of special architectural or historic interest which it possesses.

Cadw's Inspector of Historic Buildings has considered the information available and, on this basis, has offered the following comments:

Mae'r Gwasanaeth Amgylchedd Hanesyddol Llywodraeth Cymru (Cadw) yn hyrwyddo gwaith cadwraeth ar gyfer amgylchedd hanesyddol Cymru a gwerthfawrogiad ohono.

The Welsh Government Historic Environment Service (Cadw) promotes the conservation and appreciation of Wales's historic environment.

Rydym yn croesawu gohebiaeth yn Gymraeg ac yn Saesneg.
We welcome correspondence in both English and Welsh.



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INVESTOR IN PEOPLE



“A petrol station occupied the site for many years and when this ceased trading the site was eventually redeveloped with a small number of retail units set back from the road behind a car parking area. The stylish new units were considered a huge improvement and a better neighbour to the adjoining Edwardian terrace, the nearby conservation area and the listed station buildings across the road. The improvements lifted the general feel of the area – an important route into the town centre. The proposal to introduce a digital advertisement hoarding was understandably opposed by the planning authority as this seemed a backward step. The hoarding now in place certainly has a negative impact on the view of the Edwardian Terrace. The same concern has been expressed for the latest proposal to introduce another hoarding, at the other end of the site, as this would add to the visual clutter and detract from the improvements that had been achieved by the earlier redevelopment.

The site is directly opposite the station forecourt but, fortunately, the listed station buildings are below the road level which is rising at this point as it approaches the bridge over the railway. The immediate setting of the listed buildings is therefore shielded from the development site to a great extent and the main concern would, therefore, appear to be an accumulation of clutter, whether advertisement hoardings or signage that detract from the character of the wider setting.”

This advice is provided without prejudice to consideration of the appeal, or any associated matter, by officials of the Welsh Government or the Welsh Ministers.

If you require any further information, please contact me.

Yours sincerely

P R Hobson
Designations and Consent