



Canolfan Gymunedol Y Parciau
Ffordd Bellevue
Wrexham
LL13 7NH

Parciau Community Centre
Bellevue Rd
Wrexham
LL13 7NH

Tel/Fax: [REDACTED]

e-mail: [REDACTED]

The Planning Inspectorate

Crown Buildings

Cathays Park

Cardiff

CF10 3NQ

6th April 2021

Ref: H6955/H/21/3269996

Dear Sir/Madam

**Planning Ref P/2020/0761-Section 78 Appeal at land at Pentre Felin, Lea Rd, Wrexham
installation of 48 sheet free standing digital advertising display unit**

I refer to the above appeal which follows non-determination of the application by Wrexham County Borough Council. The appeal site lies within the Offa Community Council area and the Community Council resolved to object to the application on the following grounds:

- To object on the grounds of road safety. The sign would be a distraction to motorists at a location where primary school children are leaving the school and crossing the road via a pedestrian crossing in a 20mph restricted area.
- The sign is also in an inappropriate location given its close proximity to residential property directly across the road including a Grade 2 Listed Building.

In a previous appeal for this site dated June 2020 (Appeal Decision APP/H6955/H/20/3249418)

the Planning Inspector recommended refusal for the following reasons:

'The proposed display unit would replace and upgrade an existing static externally illuminated advertisement hoarding. Although the proposal would be very similar in size and orientation to the existing hoarding, the overall height would be more than 0.5 metres higher. It is also my understanding that, unlike the existing, the proposal would have an internally illuminated sequential display that would show static images

capable of a 10 second rotation. Although there would be no flashing or moving images within each rotation, the internal illumination and changing images would mean that the visual impact of the proposed advertisement would be substantially greater than the existing hoarding and far more prominent than the signage to commercial premises in the wider area.

It is noted that there is a variety of street furniture including streetlights, traffic signs and a light controlled pedestrian crossing and lighting to the car park in the immediate vicinity of the appeal site as well as the illumination of the nearby shopping centre.

Whilst in this setting the existing hoarding is not overly prominent in the street scene, I do not consider that these surroundings would provide adequate mitigation for the visual prominence of the display proposed. Although Technical Advice Note 7:

Outdoor Advertisement Control advises that good quality soft landscaping can enhance the appearance of a poster display and help it blend into its surroundings, I am concerned that when seen against the green soft landscaped backdrop of the site the proposed display unit would stand out as an arbitrary and incongruous feature.

I accept that the level of illumination could be controlled. However, due to its height, scale and the frequently changing display, I am concerned that even with low luminance settings the proposed display unit would have an overstated commercial connotation which I consider would be out of keeping with its immediate setting.

Additional controls over lighting levels would not therefore be enough to overcome the harm to visual amenity in this case.'

I hope that the Community Council's views can be taken into account when this application is determined. Members ask that irrespective of the time delay in determination of the application by WCBC it should not automatically be granted permission and should be judged on its own merits and refused.

I should be grateful to receive a copy of the Appeal decision in due course.

Yours faithfully

Karen Benfield

Clerk to the Council