

APPLICATION NO:
P/2019 /0917

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

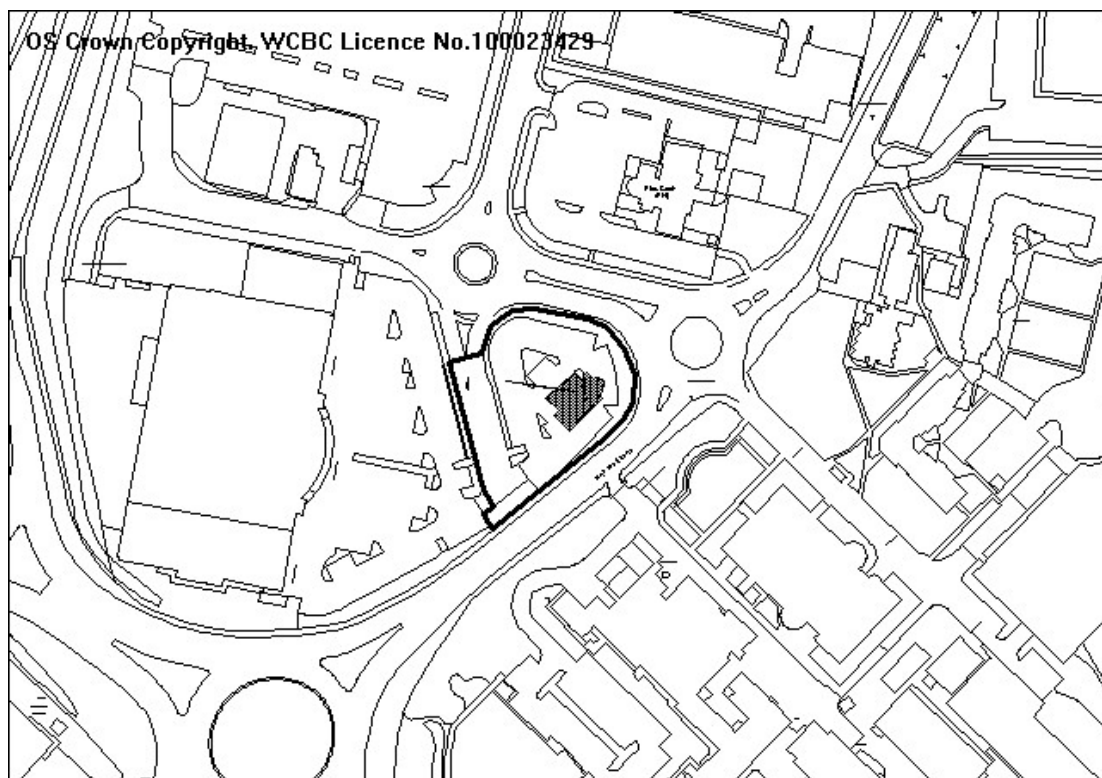
DESCRIPTION:
APPLICATION FOR CONSENT TO
DISPLAY 9 NO. INTERNALLY
ILLUMINATED SIGNS

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 9 no. internally illuminated signs in association with the proposed McDonald's restaurant and drive thru (P/2019/0919). This application is part of a suite of signage proposals referred to in this same agenda.

HISTORY

P/2019/0916	1 No. Totem Sign
	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. The signage should be bilingual (Welsh preceding English), to be secured by planning condition.
Conservation Officer:	The proposed signage will not have a significant impact upon the setting of the nearby grade II listed, Glyndwr University.
Tree Officer:	No arboricultural concerns.
Site Notice:	Expired 10/01/2020
Neighbours:	50 responses received: • Light pollution concerns.

SPECIAL CONSIDERATIONS

Visual amenity: The proposed signage is not considered to be incongruous for a McDonald's restaurant and is part of its corporate branding (see Images 1 to 3 below). No adverse impact upon the visual amenities of the area and the maximum illumination (600 Candelas / sq. m) will be controlled by condition.

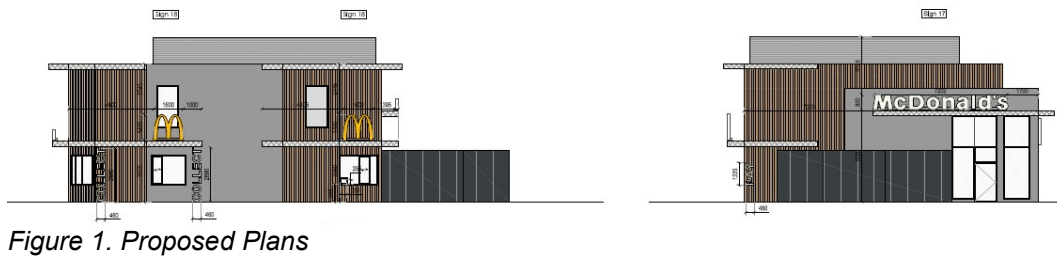
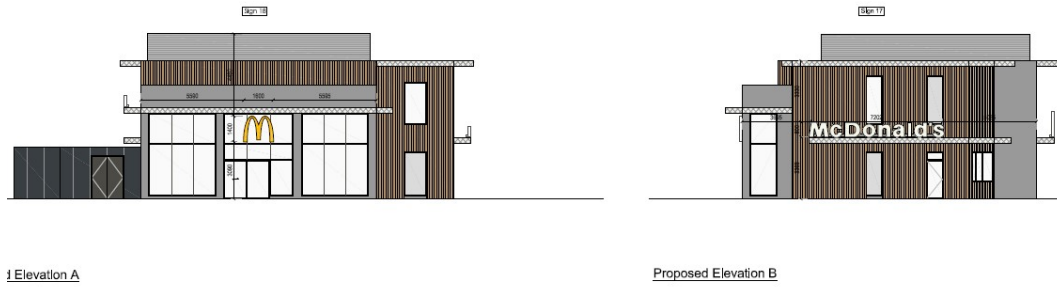




Figure 3. Example Image

CONCLUSION

I am satisfied that the proposed signage will not have an adverse impact upon highway safety or upon residential or visual amenity. Bilingual signage will be secured by way of planning condition, 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.
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. 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.
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_1007 Rev B, 7391_AEW_8104_1009, 7655-SA-XXXX-Sk42 B, McDonalds /132/2010 Sign 17, McDonalds/132/2010 Sign 18, and as contained within the application documentation.
10. The signage hereby approved shall be bilingual, and the Welsh Language shall precede the English Language.

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.
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 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.
 10. To comply with section 71ZA (2) of the Town and Country Planning Act 1990.
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