

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007**

APPEAL : VIVID OUTDOOR MEDIA LTD

SITE : LAND AT PENTRE FELIN, c/o LEA ROAD, WREXHAM LL13 7NB

WREXHAM CBC ref : P/2020/0761

GROUND OF APPEAL

The Council have failed to determine the application within the statutory period. Indeed, we have even allowed the appeal period almost to expire (ie an additional 8 weeks). The Council continue to prevaricate. They will not say why the application is delayed, will not discuss the potential decision and will not say when a decision may be expected.

This is a second application following a previous appeal dismissal. The application was made to accommodate all the points which led to the first appeal's dismissal. We have always been prepared to discuss the proposal and to accommodate any reasonable changes which the Council might consider to be essential. But you cannot discuss anything with someone who will not respond in any reasonable way.

The proposal is fully described in the Planning Statement and other documents which accompanied the application. The email trail is also attached. This draws attention to a further recent appeal decision in the locality (also attached) and the Council's interminable delay and inaction.

In the absence of any objection from the Council, we respectfully request that the appeal be allowed.

Conditions

In accordance with the application Planning Statement, to ensure that amenity and public safety remain unaffected, the appellant offers the following conditions, mostly for the avoidance of any doubt:

- 1) The Standard Conditions;
- 2) The maximum luminance of the advertisement shall not exceed 300cd/m² during twilight and darkness

(dawn to dusk);

3) The luminance level of the display shall be controlled by ambient environmental control, which shall automatically adjust the brightness level of the screen to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the display is maintained at a set level;

4) The minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features or equipment which would permit interactive messages/advertisements to be displayed;

5) The interval between successive displays shall be 0.1 seconds or less and the complete display screen shall change without visual effects (including fading, swiping or other animated transition methods) between each advertisement;

6) The advertisement shall not contain any animation, special effects, flashing, scrolling, three-dimensional images, intermittent or video elements. No images that resemble official road traffic signs, traffic lights or traffic matrix signs shall be displayed;

7) The advertisement shall include controls to ensure smooth uninterrupted transmission of images;

8) The sequencing of messages relating to the same product is not permitted;

9) If the installation breaks down or is not in use, it shall default to a plain, black screen;

10) the landscaping scheme shown on Drawing 4658 04 dated 09.11.20 shall be implemented in full during the first planting season following the first display of advertising material on the digital panel hereby approved; and shall thereafter be maintained for a period of 5 years. Any plants that are removed, die, become severely damaged or diseased shall be replaced by ones of similar size and species to those originally planted.