
Penderfyniad ar yr Apêl

Ymweliad â safle a wnaed ar 13/01/20

**gan Siân Worden BA MCD DipLH
MRTPI**

Arolygydd a benodir gan Weinidogion Cymru

Dyddiad: 31/01/2020

Appeal Decision

Site visit made on 13/01/20

by Siân Worden BA MCD DipLH MRTPI

an Inspector appointed by the Welsh Ministers

Date: 31/01/2020

Appeal Ref: APP/H6955/H/19/3243443

Site address: Lockstock, Puleston Industrial Estates, Wrexham LL13 7RF

The Welsh Ministers have transferred the authority to decide this appeal to me as the appointed Inspector.

- The appeal is made under Regulation 15 of the Town and Country Planning (Control of Advertisements) Regulations 1992 against a refusal to grant express consent.
 - The appeal is made by Mr Stuart Bowker of Lockstock Self Storage, against the decision of Wrexham County Borough Council.
 - The application Ref P/2019/0649, dated 23 August 2019, was refused by notice dated 6 November 2019.
 - The advertisement proposed is a modified 40' shipping container designed to be used for advertising purposes and placed on top of existing storage containers.
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Decision

1. The appeal is allowed and express consent is granted for a modified 40' shipping container designed to be used for advertising purposes and placed on top of existing storage containers.

Procedural Matter

2. The sign was in place at the time of my visit and the application was retrospective.

Main Issue

3. I consider that the main issue in this case is the effect of the sign on the visual amenity of the surrounding area.

Reasons

4. The appeal site is a self-storage depot located in a small industrial estate adjacent to the A5152, a main route into the centre of Wrexham. Immediately to the south, this road rises over a bridge giving passing traffic clear views into the site. There are three sizes of storage container on the site, mainly dark-green coloured, and arranged precisely in rows with accessways wide enough for vehicles between the rows.
 5. The appeal advertisement itself is a container, matching those in use on the site in size and appearance, with the name of the company in large letters on both the long sides of the container. The advert container is placed on top of other containers in a fairly central position within the site. All the other containers are single storey and at
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ground level. The structures on the appeal site, including the other signs, are all in good repair and well maintained; the overall appearance is orderly and tidy. The common features, such as the font, livery and that the sign structure is a container, result in an advert that is in keeping with the site and the wider surroundings, and that is not unduly obtrusive.

6. The appeal site is surrounded by other commercial operations, such as a tyre depot and cash and carry, which are all identified and advertised by a number of signs in various sizes and styles. Such signage is characteristic of commercial locations and appropriate. Although the appeal sign is of a large scale, it is set well within the site and away from the roadside where it is not overly prominent, incongruous or disruptive in the street scene. All in all I do not consider that it has a negative visual impact on the area.
7. I am aware that a condition on the original planning permission for the storage facility limited the height of the storage containers in the interests of visual amenity but I have not seen the precise wording. The appeal structure is purely for the purposes of advertising, it is not used for storage, and it is the only place on the site where the containers rise above a single tier. It seems to me, therefore, that it is unlikely that the appeal structure breaches the condition on the original permission.
8. The previous application for signage at the site, as a result of which one sign was not permitted, is not before me now. I have insufficient information about the signs under consideration in that case to draw useful comparisons with it. Neither is the issue of whether the landscaping condition has been complied with a matter for me at this time.
9. The Council has referred to Policy GPD1 of the Wrexham Unitary Development Plan, adopted 2005, which it considers to be relevant to this appeal; I have taken it into account as a material consideration. Powers under the Regulations to control advertisements, however, may be exercised only in the interests of amenity and public safety, taking account of any material factors. In my determination of this appeal the Council's policy has not, by itself, been decisive.
10. In reaching my decision, I have taken into account the requirements of sections 3 and 5 of the Well Being of Future Generations (Wales) Act 2015. I consider that this decision is in accordance with the Act's sustainable development principle through its contribution towards the Welsh Ministers' well-being objective of supporting safe, cohesive and resilient communities.
11. For the reasons given above I conclude that the display of the appeal structure is not detrimental to the interests of amenity. I have taken all the matters raised into consideration but not found any which amount to compelling reasons to dismiss the appeal.

Síán Worden

Inspector