

REPORT OF THE CHIEF OFFICER PLANNING AND REGULATORY
29th JULY 2019

APPLICATION NO:
P/2019 /0486

LOCATION:
LAND TO THE NORTH OF STATION
AVENUE CHIRK WREXHAM LL14
5NA

DATE RECEIVED:
28/06/2019

COMMUNITY:
Chirk

DESCRIPTION:
APPLICATION FOR CONSENT TO
DISPLAY 2 NO HOARDINGS

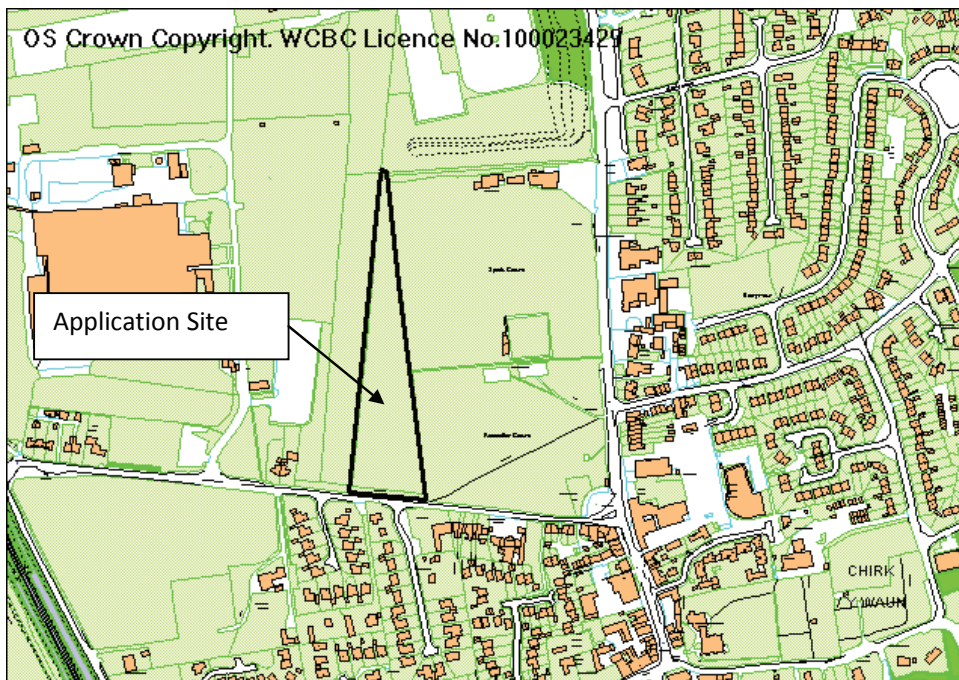
CASE OFFICER:
SEH

WARD:
Chirk South

APPLICANT(S) NAME:
MR N EDWARDS
EDWARDS HOMES LIMITED

AGENT NAME:
DS JONES AND CO
MR STEVE JONES

THE SITE



PROPOSAL

As above

PLANNING HISTORY

- P/2019/0141 Residential development for the erection of 24 detached dwellings, access and associated works. Approved on 01/07/2019 – S106 PENDING
- P/2017/0350 TPO Application for Works to the Lime Tree. Withdrawn 14/07/2017

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P/2016/0695 Outline application for residential development of up to 22 no. units and associated works with all matters reserved except for access.
Refused 11/08/2017 – Appeal ref: H6955/A/18/3194493 –
Allowed 03/07/2018

DEVELOPMENT PLAN

Inside settlement and within the Chirk conservation area. Policies PS2, EC7, GDP1 and EC4 of the Wrexham UDP are relevant. Local Planning Guidance Notes No. 17 'Trees and Development' is also relevant.

CONSULTATIONS

Community Council:	Consulted	02/07/2019
Local Members:	Notified	02/07/2019
Highways:	Consulted	02/07/2019
Press Notice:	Expired	0308/2019
Site Notice:	Expired	26/07/2019
Neighbours:	1 online comment received expressing the following:	
	• The Advertising Hoardings will have a strong negative impact upon Station Avenue.	

SPECIAL CONSIDERATIONS

Background: Full planning permission for the residential development of this site as granted on 1 July 2007. Now proposed are 2 no. hoardings arranged in a V shape, advertising the forthcoming development (see figures 1, 2 and 3 below). The signage is proposed to be in place for 2 years.

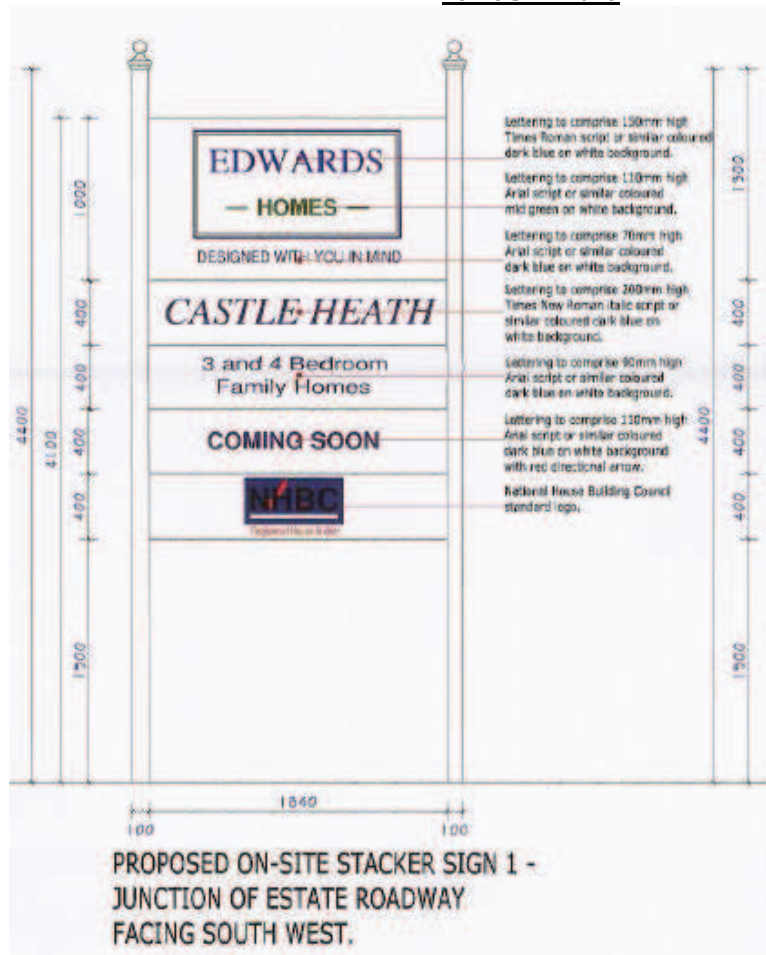


Figure 1. Sign 1



Figure 2. Sign 2

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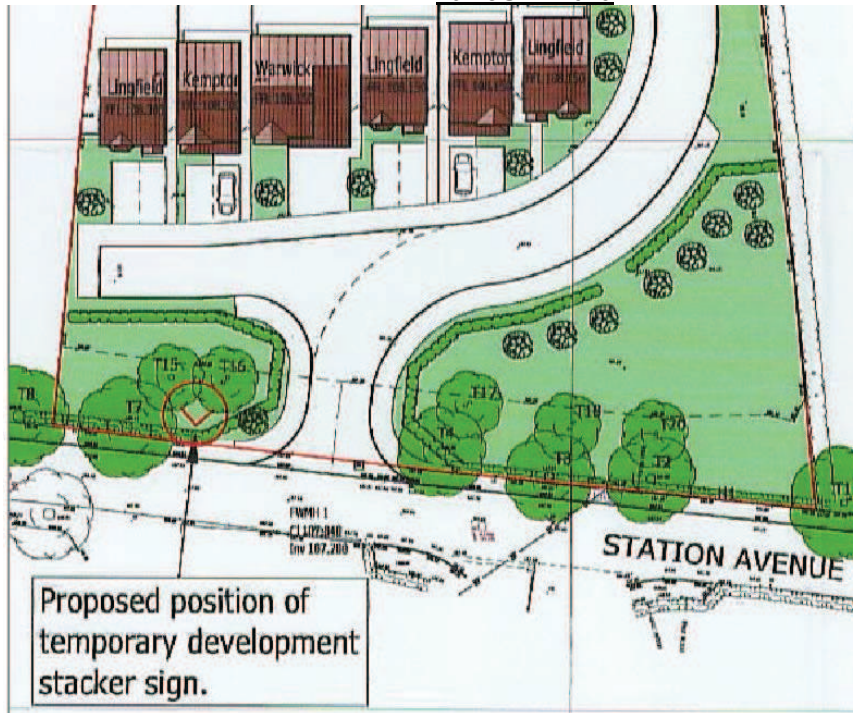


Figure 3. Signage Location

Conservation Area: The Council's conservation officer raises no objections to the temporary hoardings provided that the proposed siting will not result in any adverse impacts upon the adjacent trees.

Trees: The Council's arboricultural officer raises no objections subject to a condition ensuring that no tree works are undertaken without prior written approval.

CONCLUSION

The proposed signage would not have a detrimental impact upon the appearance of Station Avenue and the temporary nature of the hoardings will preserve the character of the conservation area. As the signage will be outside of the visibility splays for new access there will be no adverse impact upon highway safety. Subject to condition, the signs will not be harmful to the adjacent trees and I recommend accordingly.

RECOMMENDATION

As the consultation period does not expire until 10 August 2019, delegated powers are requested to determine the application once the consultation exercise is complete.

That Advertisement Consent be GRANTED

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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. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant such permission.
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 hoardings hereby approved shall not be erected on site until details of any facilitating works required to the adjacent trees have been submitted to and approved in writing by the Local Planning Authority.
7. The hoardings hereby approved shall be removed entirely from the site before 30th June 2021.

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.
 3. To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.
 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 protect trees which are of significant amenity value to the area in accordance with Policies GDP1, PS2 and EC4 of the Wrexham Unitary Development Plan.
 7. In the interest of visual amenity.
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