

REPORT OF THE HEAD OF COMMUNITY WELLBEING AND DEVELOPMENT –
27 July 2015

APPLICATION NO:
P/2015 /0383

LOCATION:
PRYSMIAN CABLES OAK ROAD
WREXHAM INDUSTRIAL ESTATE
WREXHAM
LL13 9PH

DATE RECEIVED:
22/05/2015

COMMUNITY:
Isycoed

CASE OFFICER:
KH

WARD:
Holt

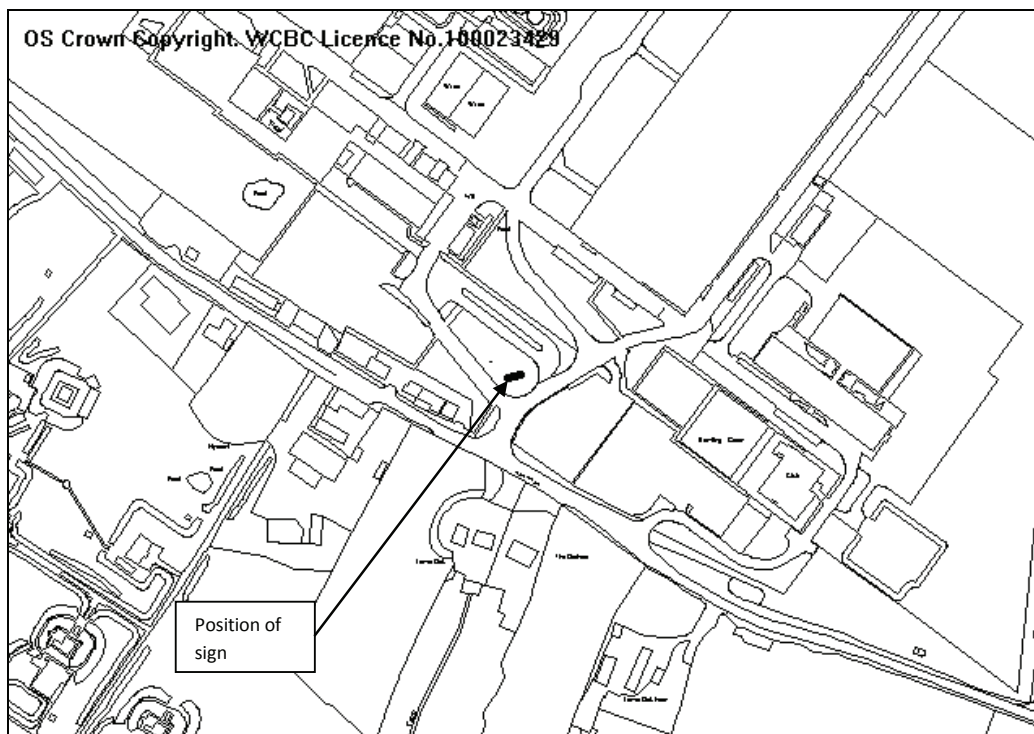
DESCRIPTION:
APPLICATION TO DISPLAY
ADVERTS ON FREE STANDING
DRUM (DIAMETER 2.09M) WITH NO
ILLUMINATION

AGENT NAME:
MR PAUL LLOYD

APPLICANT(S) NAME:
MR PAUL LLOYD

THE SITE

Industrial company located off the north-west side of Oak Road, Wrexham Industrial Estate.



PROPOSAL

Display of Company name mounted on steel cable drum set back from access on a slightly elevated mound (in retrospect).

HISTORY

No recent history.

DEVELOPMENT PLAN

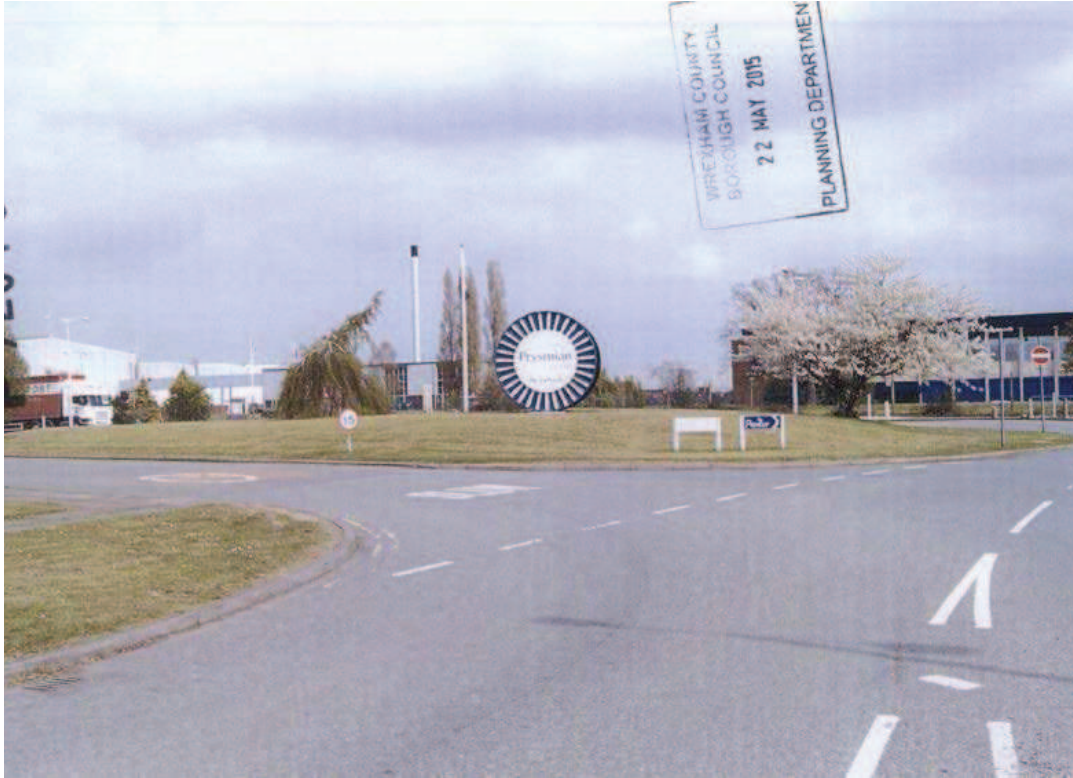
Within the settlement limit for Wrexham Industrial Estate. Policies PS1, PS2 and GDP1 of the Wrexham UDP refer.

CONSULTATIONS

Community Council:	Consulted 29.05.15
Local Member:	Notified 29.05.15
Highways:	No recommendations on highway grounds.
Other Representations:	Objection from nearby resident on grounds it can clearly be seen from her window as it stands so high on top of a mound. Positioning it in front of the mound would reduce impact.
Site Notice:	Expired 24.06.15

SPECIAL CONSIDERATIONS

Design: The sign is 3.4m in diameter and located on a relatively low mound. Sign is non-illuminated and set back over 42m from the site access. Whilst it is viewed in the foreground of the buildings to the rear, it is also viewed in the context of large industrial buildings set back to the rear of the sign. I am satisfied the scale and design of the sign is appropriate and acceptable for the site. An image of the sign is shown below.



Residential Amenity: A nearby resident has objected to the sign's height and location on a mound. The sign can be seen from a window of the residential property to the south across Oak Road and the neighbour considers it is too high and should not be located on the mound which slightly elevates the sign.

The sign is, however, approximately 90m from the house and whilst appreciating the concerns of the resident, I do not consider that the sign, at that distance, will have any significant adverse impact on residential amenity. It would not be possible to relocate on the land to the front of the mound as this would impinge on the internal road network.

CONCLUSION

I am satisfied the proposal is acceptable in terms of design and scale and will not significantly impact on residential amenity.

RECOMMENDATION: That permission 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.

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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).

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.

NOTE(S) TO APPLICANT

Your attention is drawn to Highway Supplementary Notes Numbered 1, 3, 4 and 5 on the enclosed "Applicants' Rights and General Information".
