

REPORT OF THE CHIEF OFFICER PLANNING AND REGULATORY
7th MAY 2019

APPLICATION NO:
P/2019 /0229

LOCATION:
LAND AT HOME FARM GRESFORD
ROAD LLAY WREXHAM
LL12 0NW

DATE RECEIVED:
22/03/2019

COMMUNITY:
Llay

DESCRIPTION:
APPLICATION FOR CONSENT TO
DISPLAY 1 NO. V-BOARD TYPE
SIGN

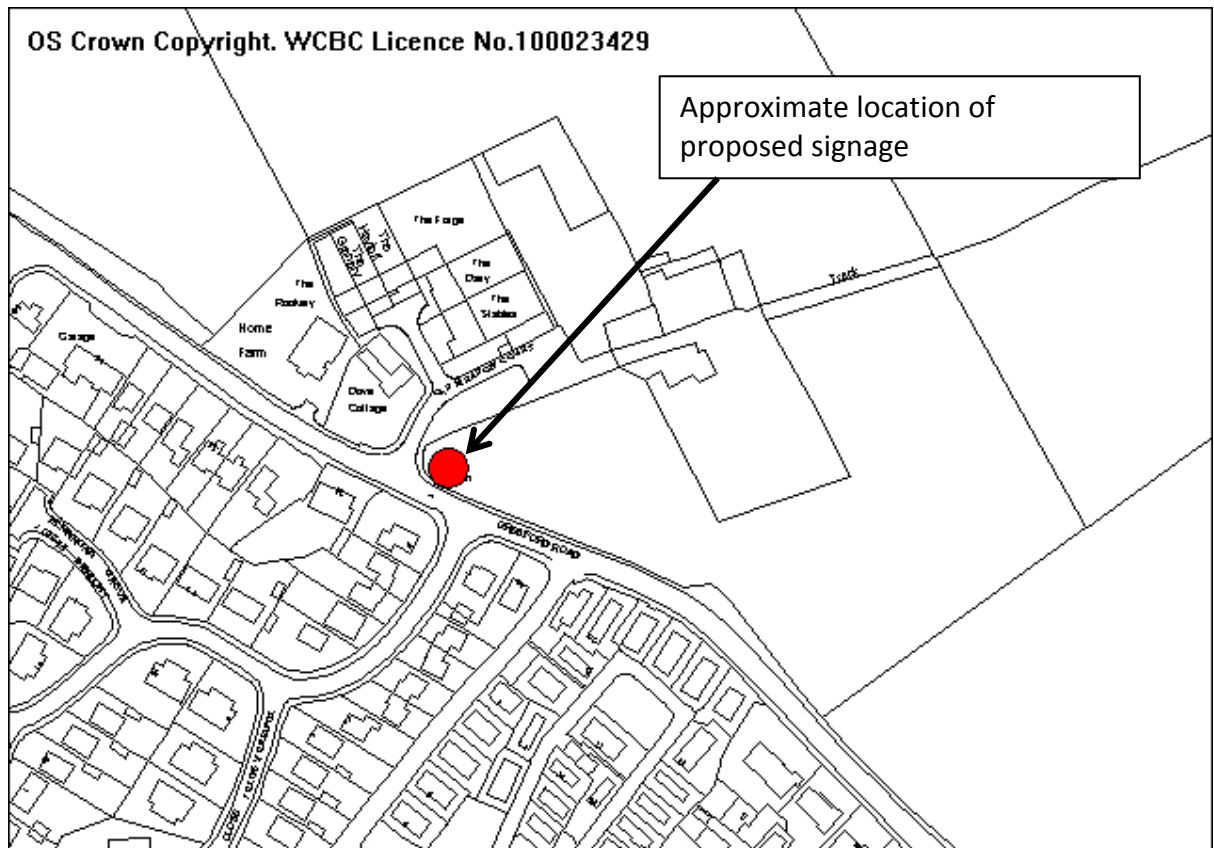
CASE OFFICER:
MP

WARD:
Llay

APPLICANT(S) NAME:
MRS ALISON PARKER ANNWYL
HOMES AND BELLWAY HOMES

AGENT NAME:
ANNWYL HOMES AND
BELLWAY HOMES
MRS ALISON PARKER

THE SITE



PROPOSAL

As above.

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HISTORY

- P/2014/0905 OUTLINE APPLICATION FOR 365 DWELLINGS AND ERECTION OF 300 SQUARE METRE RETAIL UNIT - ALL DETAILED MATTERS RESERVED. Refused 5.10.2015.
Allowed on appeal 26.6.2017
- P/2017/1054 LAYOUT AND SCALE FOR THE ERECTION OF 362 DWELLINGS ON ALL PHASES, INCLUDING 25% AFFORDABLE HOUSING, PUBLIC OPEN SPACE, PLAY FACILITIES, ASSOCIATED WORKS INCLUDING SURFACE WATER ATTENUATION BASINS AND THE ERECTION OF TWO SUB-STATIONS. Approved 30.7.2018
- P/2018/0894 APPLICATION FOR APPROVAL OF DETAILS RESERVED BY CONDITION IMPOSED UNDER PLANNING APPEAL REFERENCE: APP/H6955/A/18/3147116 (PLANNING REF P/2014/0905):- CONDITION 17 - SUBMISSION OF A CONSTRUCTION METHOD STATEMENT. Approved 19.12.18

DEVELOPMENT PLAN

No UDP policies that deal specifically with advertisements.

Technical Advice Note 7: Outdoor Advertisement Control provides national guidance.

CONSULTATIONS

Community Council: Llay Community Council **oppose the location of the V-Boards** as visibility for Old Meadow Court residents in their vehicles is poor anyway. This will make it much worse. Plus the increase in traffic from wagons exiting the development site creates a greater hazard. Llay CC feel that the V-Boards are either moved to nearer the Crown Crossroads, or moved further up the road towards the Meadow Rise entrance. That would be safer.

There are already large display boards for the development at the Crown Crossroads. Why has **planning permission never been sought for these?** Once again, there appears to be inconsistency.

Llay Community Council are annoyed that the developers have **chosen to move their site offices** from the previous location (**as agreed on the detailed planning**) to immediately opposite residential properties without any consultations

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with local residents. This along with the deliberate breaches of planning conditions has done a huge amount of damage to the reputation of the planning system process. How can the public have faith in the planning system process if applicants can change their plans when they feel like it?
As local member, I wish make the following comments:

Cllr Rob Walsh:

- I strongly oppose the location of the V-Boards as visibility for Old Meadow Court residents in their vehicles is poor anyway. This will make it much worse. Plus the increase in traffic from wagons exiting the development site creates a greater hazard. I suggest the V-Boards are either moved to nearer the Crown Crossroads, or moved further up the road towards the Meadow Rise entrance. That would be safer;
- There are already large display boards for the development at the Crown Crossroads. Why has planning permission never been sought for these? There seems to be some inconsistency here;
- I am very disappointed that the developers have chosen to move their site offices from the previous location (as agreed on the detailed planning) to immediately opposite residential properties without any consultations with local residents. This along with the deliberate breaches of planning conditions has done a huge amount of damage to the reputation of the planning system process. How can the public have faith in the planning system process if applicants can change their plans when they feel like it?

Cllr Bryan Apsley:

Highways:

Site Notice:

Neighbours:

Notified 26.3.19

No recommendations on highways grounds:

Expired 19.4.19

The owners/occupiers of 5 nearby properties notified 28.3.19.

6 representations received expressing the following concerns/comments:

- Sales offices should be off the Straight Mile not Gresford Road;
- No planning permission for sales offices to the there;
- Intrusive to residents;
- Restricted visibility at Old Meadow Court;

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- Sales office will be a distraction to people driving down Gresford Road
- To put up the sign is inappropriate, plus a line of flags, shows a lack of respect for the community;
- Use the Straight Mile entrance;
- Already have concerned about the signs located at the Crown Crossroads and there being no planning approval for them;
- New access point for the sales offices has already created a severe hazard for residents of Oakfield Park, Old Meadow Court and Fair Oaks Crescent. These may compounded by the signs;
- Gresford Road is busy and traffic has only increased since the development commenced;
- The site will be on the approach to a right hand bend which has poor visibility;
- The site will pose a distraction to drivers;
- The sales area is deemed to be temporary - who determines how long temporary is;
- Why has the Planning Department ignored Highways and permit access to the development via Gresford Road;
- Why have you permitted another access onto Gresford Road;
- Why has the developer been allowed to erect a 6ft fence adjacent to Gresford Road;
- The junction created does not match the plans;
- What steps are Wrexham Planning Department taking to ensure that the Developers adhere to the permissions given and to ensure that disruption to the existing community is kept to a minimum?

SPECIAL CONSIDERATIONS

Extent of control: TAN7 advises that control of advertisements can only be exercised in:

- a) the interests of amenity;
- b) the interests of public safety, for example whether the impact a sign will have on the safe operation/use of the highway.

Objectors have expressed concern about the location of a temporary sales offices shown on the plans submitted with this application. I am aware that the details submitted with application P/2018/0894 to discharge condition 17 of the outline planning permission P/2014/0905 confirm the location of the location of Anwyl's shown homes and Bellway's permanent sales area, they

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make no provision for temporary sales areas nor does condition 17 seek to impose control over such provision.

Members are reminded that under the provisions of Part 4, Class A of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 1995 the **provision on land of buildings, moveable structures, works, plant or machinery required temporarily in connection with and for the duration of operations carried out on land is permitted development and therefore does not require the benefit of planning permission from the Local Planning Authority. Furthermore** this is an application **for advertisement consent to display signage** and **not** an application for planning permission for the siting or erection of buildings, temporary or otherwise.

The submitted plans also show the siting of 8 marketing flags. Under the provisions of the Town and Country Planning (Control of Advertisement) Regulations 1992, a developer can site up to 3 flag advertisements on land where 100 or more are being erected. Given that the site is divided between two developers, I would not expect an application to be submitted if up to 6 flags were displayed. I have reminded the applicants of this. The proposed flags do **not** form part of this application.

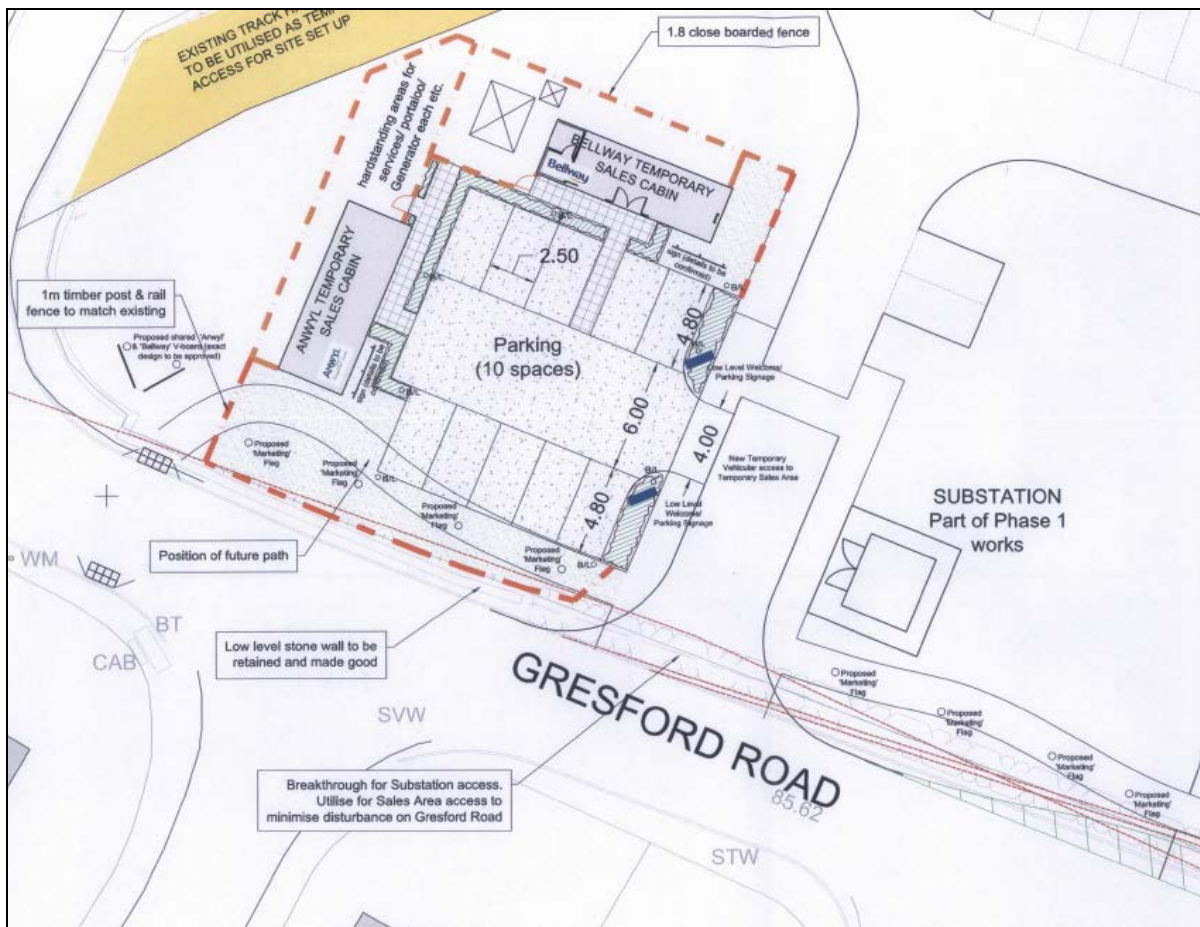
I am aware that signs advertising the development have been erected close to the Crown Crossroads but that no application for advertisement consent has been submitted. The matter has been referred to Planning Enforcement. Should an application be received for that or indeed any other signage at the site it will be considered on its own merits.

In considering this application, the Council is strictly limited to considering the merits of the proposed sign in accordance with the advice given in TAN7. The siting of temporary offices, the potential for further signage or the erection of signs by the development elsewhere are **not** material considerations.

In addition to the above, representations have commented whether the developer is complying conditions on the planning permission and developing in accordance with the approved plans. Officers are monitoring the site to ensure that this is the case, however these are not matters that are material to the determination of this application.

Amenity: Consent is sought for a V sign proposed measuring 5m from ground level with each face of the 'V' measuring 3.05m wide. The location and appearance of the proposed sign is shown below:

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The erection of temporary signage on construction sites to identify the developers as well as the name and basic details of the development is not

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unusual. The sign is proposed to be in-situ until 3 April 2023 and will be viewed in conjunction with the new housing development. In this context I do not consider it to be harmful to the appearance of the site or to have a significant or harmful impact upon the wider locality. A condition will be imposed to require the sign to be removed on the date specified.

The sign will not be illuminated and being approximately 20m from the nearest residential properties so will not prove harmful to residential amenity by way of loss of light or by being visually overbearing.

Public Safety: Whilst I am aware of the proximity to the access into Old Meadow Court the sign is set back 3m from Gresford Road. Highways have not expressed any concerns about the sign therefore I have no reason to believe it will impede visibility for vehicles exiting Old Meadow Court or prove a dangerous distraction to drivers using Gresford Road.

CONCLUSION

I am satisfied that there are no amenity or safety reasons to withhold advertisement consent.

RECOMMENDATION: Advertisement 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. 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. Notwithstanding the provision of the Town and Country Planning (Control of Advertisements) Regulations, the advertisement(s) as granted consent shall be removed on or before 03/04/2023.

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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. The signs are related to construction works taking place on adjoining land. Continued display once construction works have been completed would be detrimental to the visual amenity of the area.
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