

**REPORT OF THE CHIEF OFFICER PLANNING AND REGULATORY**  
**29<sup>th</sup> JULY 2019**

**APPLICATION NO:**  
P/2019 /0362

**LOCATION:**  
KELLOGGS BRYN LANE WREXHAM  
INDUSTRIAL ESTATE WREXHAM  
LL13 9UT

**DATE RECEIVED:**  
10/05/2019

**COMMUNITY:**  
Isycoed

**DESCRIPTION:**  
APPLICATION FOR CONSENT TO  
DISPLAY VINYL POSTER ON SIDE  
OF BUILDING

**CASE OFFICER:**  
PF

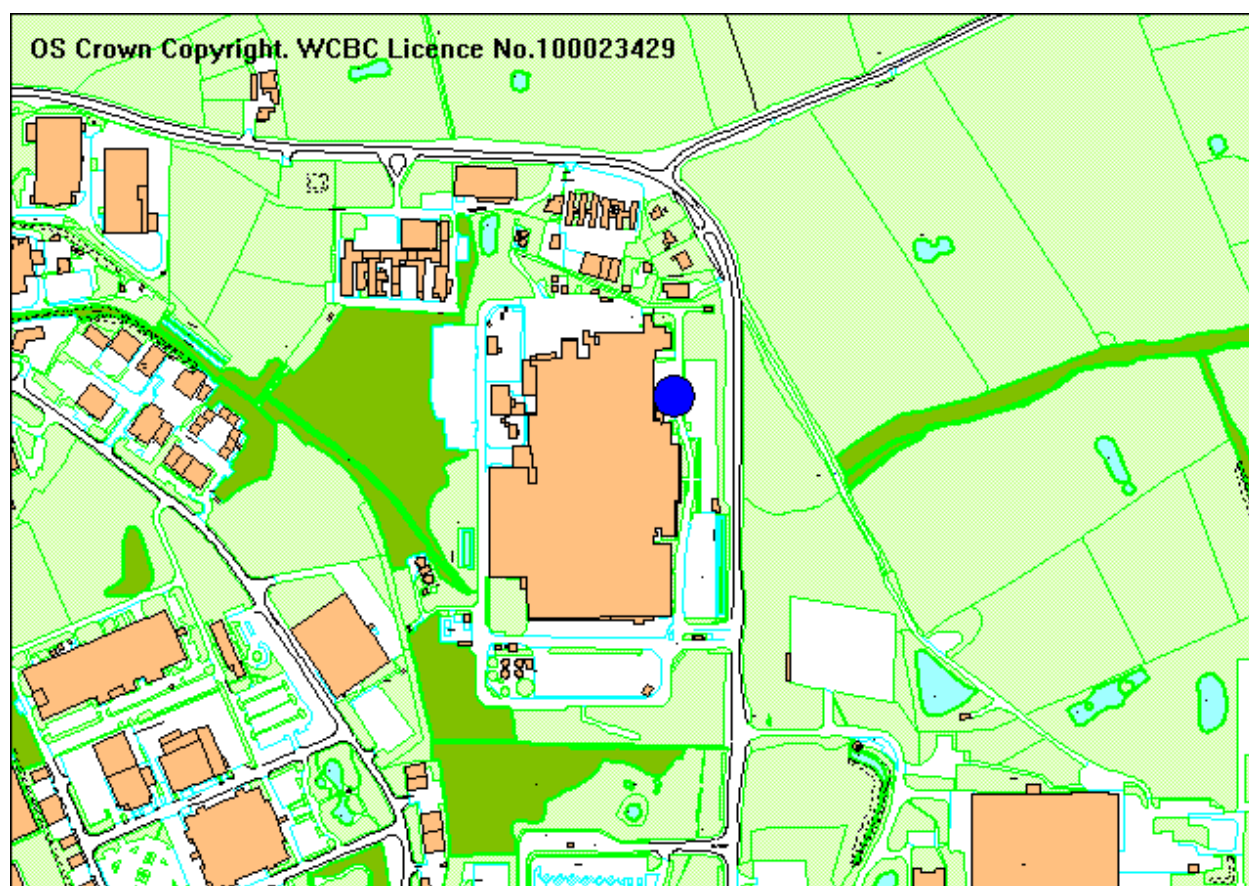
**WARD:**  
Holt

**APPLICANT(S) NAME:**  
MR DARRAN EDWARDS  
KELLOGGS

**AGENT NAME:**  
KELLOGGS  
MR DARRAN EDWARDS

---

**THE SITE**



**PROPOSAL**

Outdoor advertisement consent is sought for the erection of a banner sign on the side elevation of the Kellogg's factory facing towards Bryn Lane. The sign measures approximately 7.3m by 7.8m and is none illuminated.

**REPORT OF THE CHIEF OFFICER PLANNING AND REGULATORY**  
**29<sup>th</sup> JULY 2019**

## **HISTORY**

None relevant

## **PLANNING POLICY**

The site is located within the Wrexham Industrial Estate settlement limit. Policies PS2 and GDP1 are relevant. Guidance is contained in Local Planning Guidance Note 1 – Adverts and Welsh Government Technical Advice Note 7 – Outdoor Advertisement Control.

## **CONSULTATIONS**

Community Council:	Concerned that the proposed size of the poster would be a distraction to motorists.
Local Member:	Notified 14.05.2019
Site notice:	Expired 26.06.2019
Highways:	No recommendations.
Neighbouring occupiers:	No neighbouring occupiers notified.

## **SPECIAL CONSIDERATIONS**

**Policy:** Only matters of public safety and visually amenity can be considered when determining applications for outdoor advertisement consent. This is stipulated in guidance set out in Welsh Government TAN7.

Such proposals are expected to accord with the council's general development principles in Wrexham UDP policy GDP1.

**Public safety:** The advert is proposal is entirely within the Kellogg's site where there is no public access. The form and position of the advert will cause no physical hindrance to members of the public.

The Community Council raises concern that the sign may case distraction to motorists. Highways raise no concern regarding the proposal. Whilst the LPA have no control over the content of the sign, it is not considered that the hoarding would represent any such distraction given its position within the site, rather than being at the public road side

**Amenity:** The sign would be located against the Kellogg's factory building. It has no architectural interest and is in an entirely industrial backdrop. I do not consider the sign will be detrimental to the visual amenity of the wider area.

**Conclusion:** The sign is acceptable and I recommend accordingly.

## **RECOMMENDATION**

That Advertisement Consent be GRANTED

**REPORT OF THE CHIEF OFFICER PLANNING AND REGULATORY**  
**29<sup>th</sup> JULY 2019**

**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).

**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.
-