

**REPORT OF THE CHIEF OFFICER PLANNING AND REGULATORY – 4 NOVEMBER 2019**

**APPLICATION NO:**  
P/2019 /0530

**LOCATION:**  
COLLIERS PARK CHESTER ROAD  
GRESFORD WREXHAM  
LL12 8PW

**DATE RECEIVED:**  
15/07/2019

**COMMUNITY:**  
Gresford

**DESCRIPTION:**  
APPLICATION FOR CONSENT TO  
DISPLAY 2 NO. FAW LOGO  
SIGNAGE

**CASE OFFICER:**  
PF

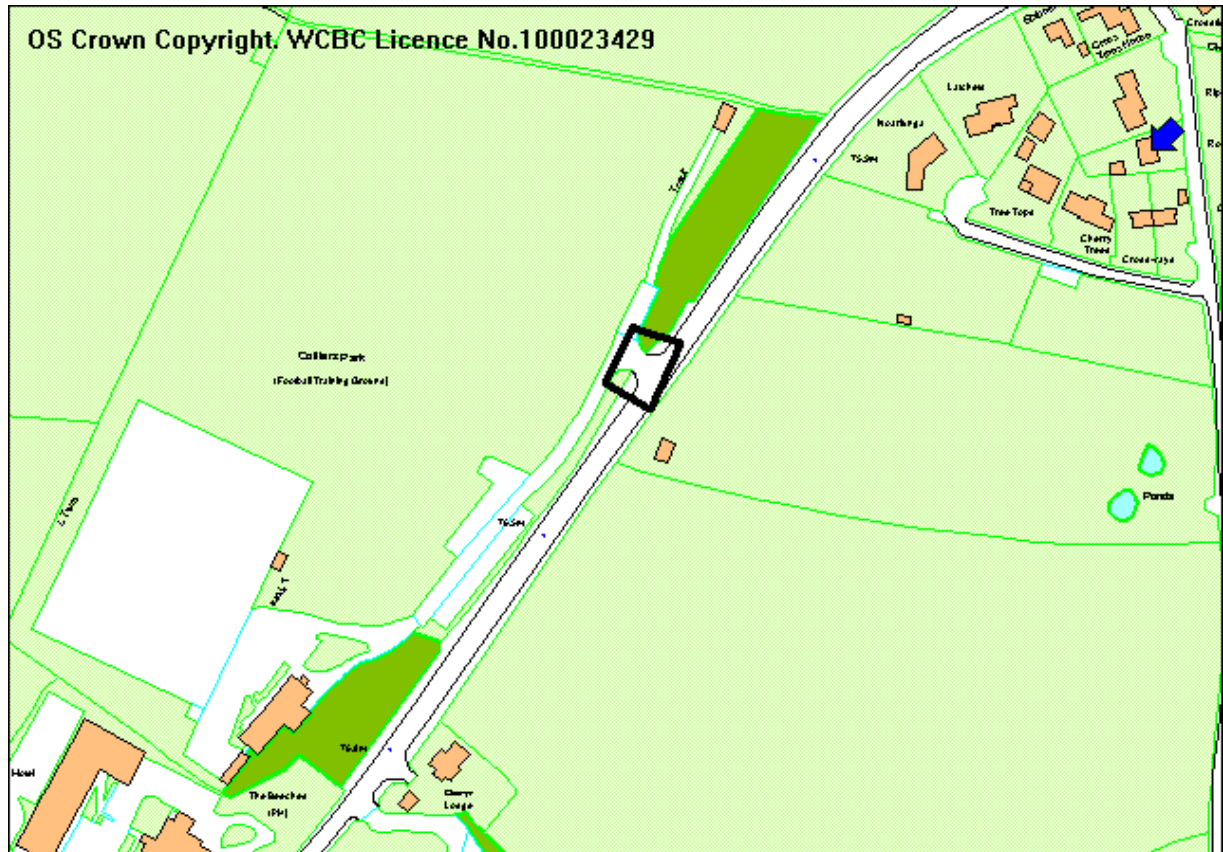
**WARD:**  
Gresford East & West

**APPLICANT(S) NAME:**  
MR JONATHAN FORD FOOTBALL  
ASSOCIATION OF WALES LTD

**AGENT NAME:**  
LAWRAY ARCHITECTS  
MR TOM BROADMAN

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**THE SITE**



**PROPOSAL**

Advertisement consent is sought for the installation of a single sign to each brick pillar of a newly proposed gate entrance.

## **HISTORY**

P/2019/0531 Erection of 2 no. brick pillars and 1 no. sliding gate at entrance to site. Pending.

## **PLANNING POLICY**

The site is located outside any defined settlement. Policies PS2, GDP1, EC1 and T8 are relevant. Guidance is contained in LPG1 and Welsh Government TAN 7 – Outdoor Advertisement Control.

## **CONSULTATIONS**

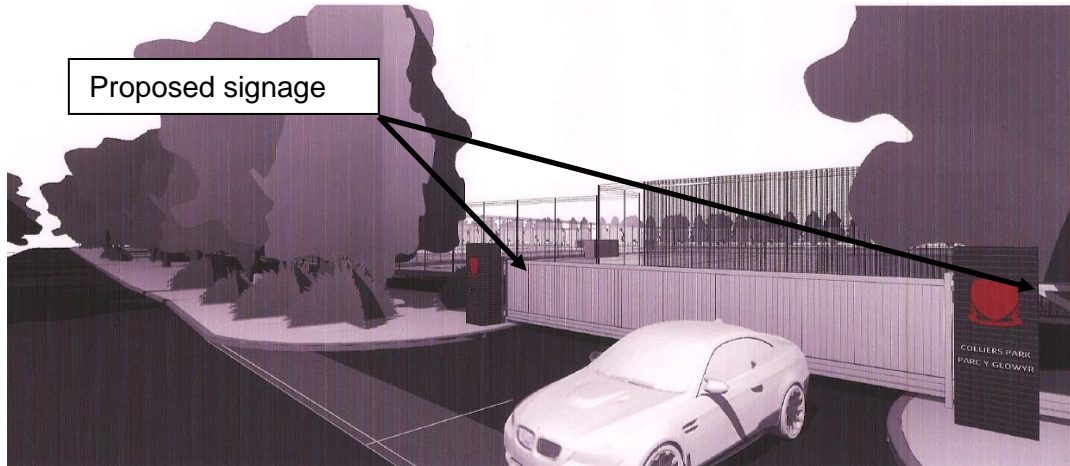
Community Council:	Concerns raised related to the size and angle of the signs. It is assumed Highways will have given a view but the Council are concerned for safety should someone be driving past and the signs be hidden or not visible enough. The signs should be in Welsh and English with the Welsh first. Concern was expressed as to the sign needing to read “Collier’s”.
Local Member:	Notified 18.07.2019
Site notice:	Expired 27.08.2019
Highways:	No recommendations.
Neighbouring occupiers:	No neighbouring occupiers notified.

## **SPECIAL CONSIDERATIONS**

**Background:** The proposal forms part of an ongoing programme of alterations, enlargements and improvements to the site in relation to the establishment of a national football training establishment. This programme is now effectively completed following the opening of the site by the Football Association of Wales. This proposal for advertisement consent seeks to establish an emblem on newly erected gate posts at the site entrance.

Only matters of amenity and public safety can be taken into consideration in accordance with Welsh Government TAN7. The content of the signage is not a matter for consideration in this instance, only its form. Therefore, any matters of correct naming spelling or the need for bilingual content cannot be taken into consideration.

An image of the proposed signage is shown below.



**Amenity:** The sign will be located on gate pillars at the site entrance (pending consideration under planning application P/2019/0531). I am satisfied that the signs are sympathetic in scale to the structures upon which they are fixed. They do not over dominate the immediate location and does not result in an over proliferation of signage.

**Public safety:** The signage does not project into the adopted highway or any footway. I am satisfied that the signage is effectively an emblem to identify the business ongoing on the site and is unlikely to result in a distraction to passing motorists. Highways have not made any recommendations.

**Conclusion:** I am satisfied that the proposal accords with policy GDP of the Wrexham UDP and I recommend accordingly.

**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.
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.
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