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45/2017/0351

Scale: 1:1250

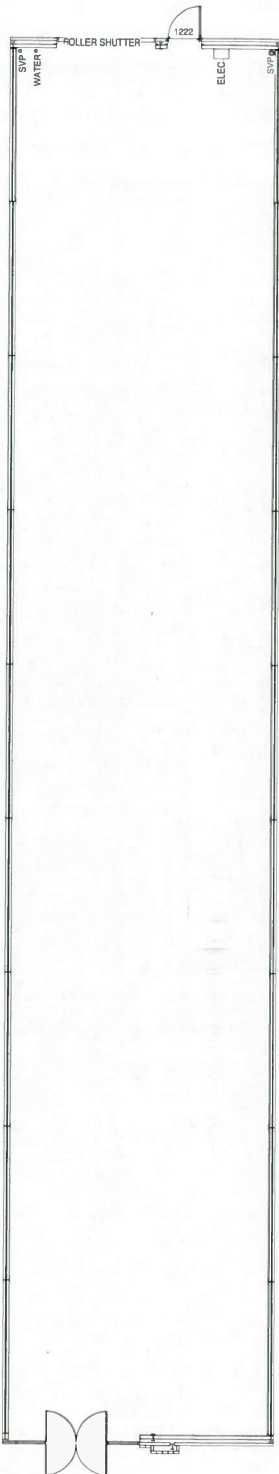
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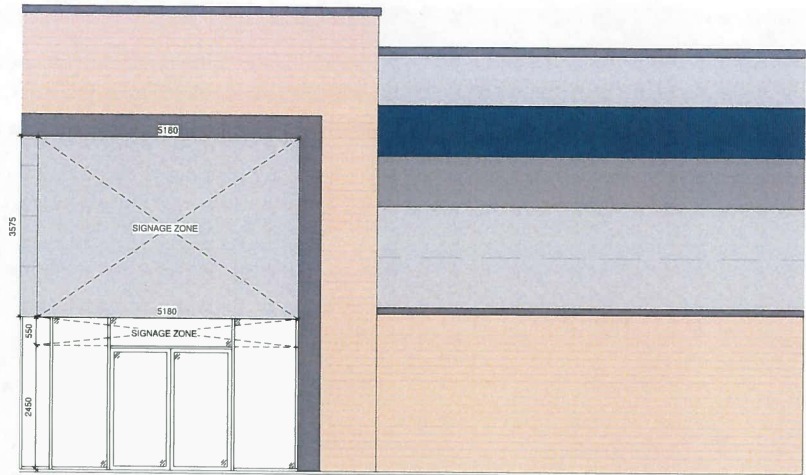
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RHYL

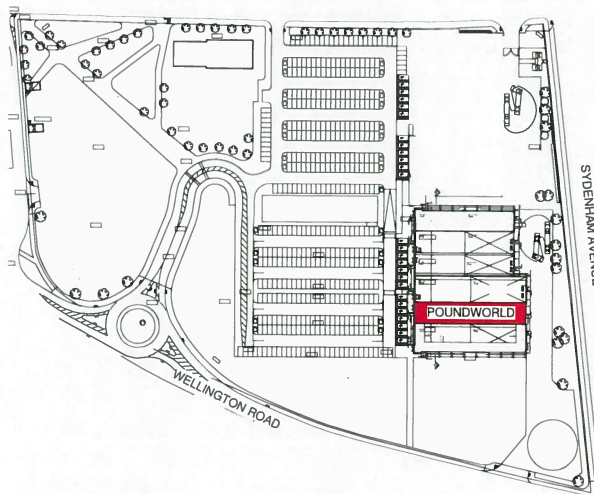
SITE PLAN



1 Ground Floor
1 : 100



2 Front Elevation
1 : 50



3 Location Plan
1 : 1250

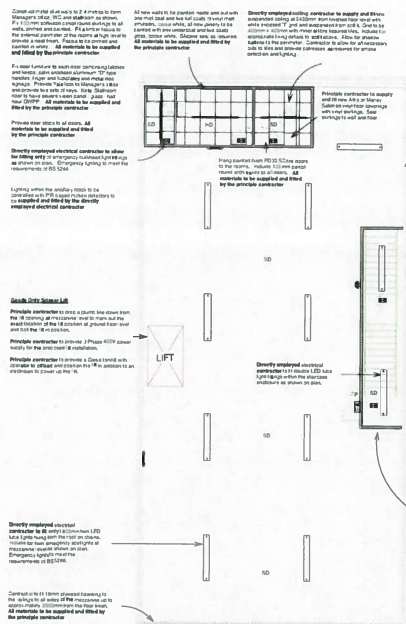
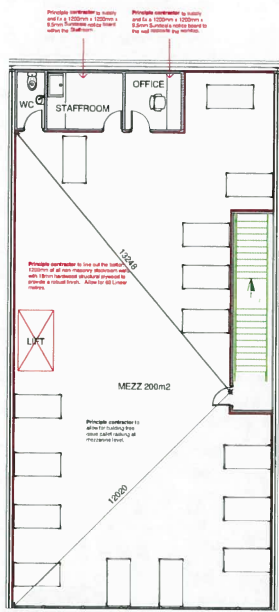
Rev	Date	Notes
B	10.04.17	Location plan updated.
A	06.04.17	Plans updated following revised plans from landlord.

Project: Unit 6, Marina Quay, Wellington Road, RHYL, LL18 1LQ

Existing

Date:	10.04.17	Drawn by:	001, Rev B @ A1	Scale:	As indicated	App:	TG
		Drawn by:				Drawn by:	JM





MANAGER OFFICE

Provide contractor to supply and fit 1000mm x 1000mm x 100mm LED panel light fixture. Light fixture to be supplied and fitted by the principal contractor.

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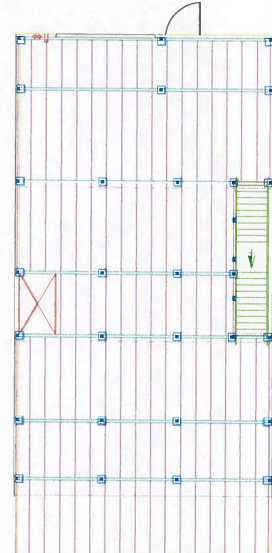
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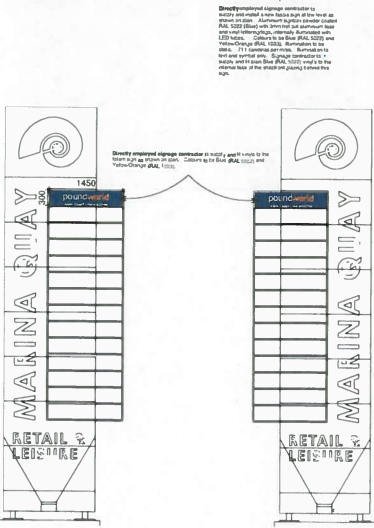
2 Mezzanine
1:100

3 Mezzanine Electrical Layout
1:100



1 Front Elevation
1:50

5 Mezzanine Structural Layout
1:100



Key Plan
1:100

F	12.06.17	Signage strapping design altered to bilingual.
E	05.08.17	Signage dimensions altered following revised plans from LL.
D	13.04.17	Gondola layout updated & approved.
C	12.04.17	Plans updated following site visit by the tenant.
B	08.04.17	Strapline removed on low level fascia sign.
A	08.04.17	Strapline changed on signage.

Rev Date Notes

Unit 6, Maina Quay, Wellington Road, RHYL, LL18 1LQ

Proposed Mezzanine & Front Elevation

12.06.17
Drawing No: 003 Rev F @ A1
Scale: As indicated
Drawn: TG
Check: JM

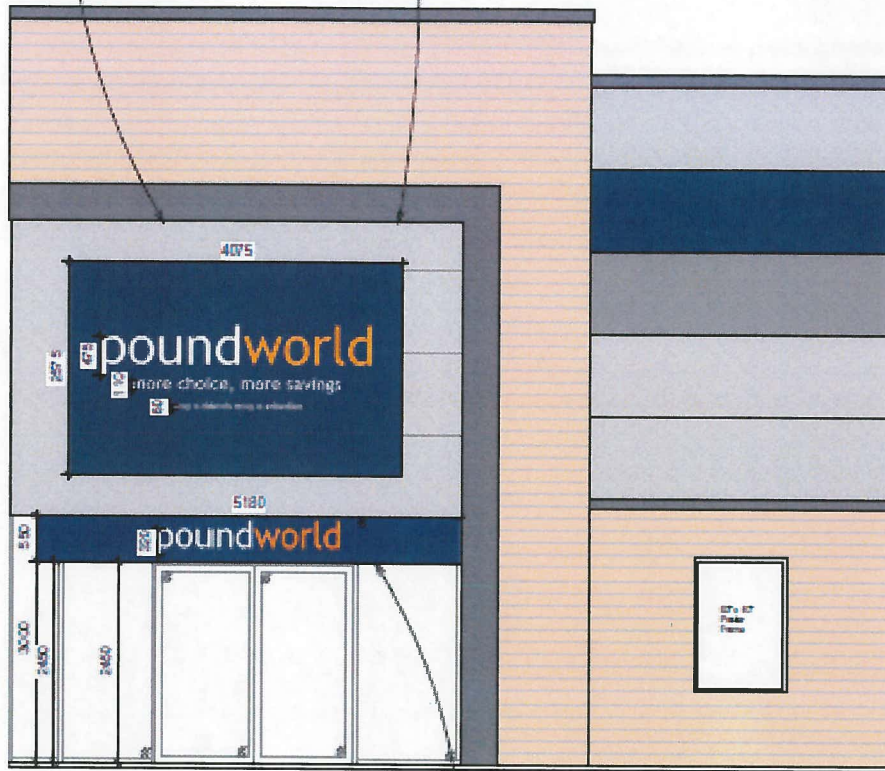


T: 01924 420256
A dimensions are in millimetres unless otherwise stated
Drawing not to be reproduced without permission

SIGNS ON THE BUILDING

The sign is a rectangular panel with a white background and black text. It is mounted on a wall. The sign is 4075mm wide and 2575mm high. The text on the sign is 'poundworld' in a large, bold, sans-serif font. Below the main text is the slogan 'more choice, more savings' and a smaller line of text 'mwy o ddewis mwy o arbedion'. The sign is mounted on a wall that is 4075mm wide and 2575mm high. The sign is 4075mm wide and 2575mm high.

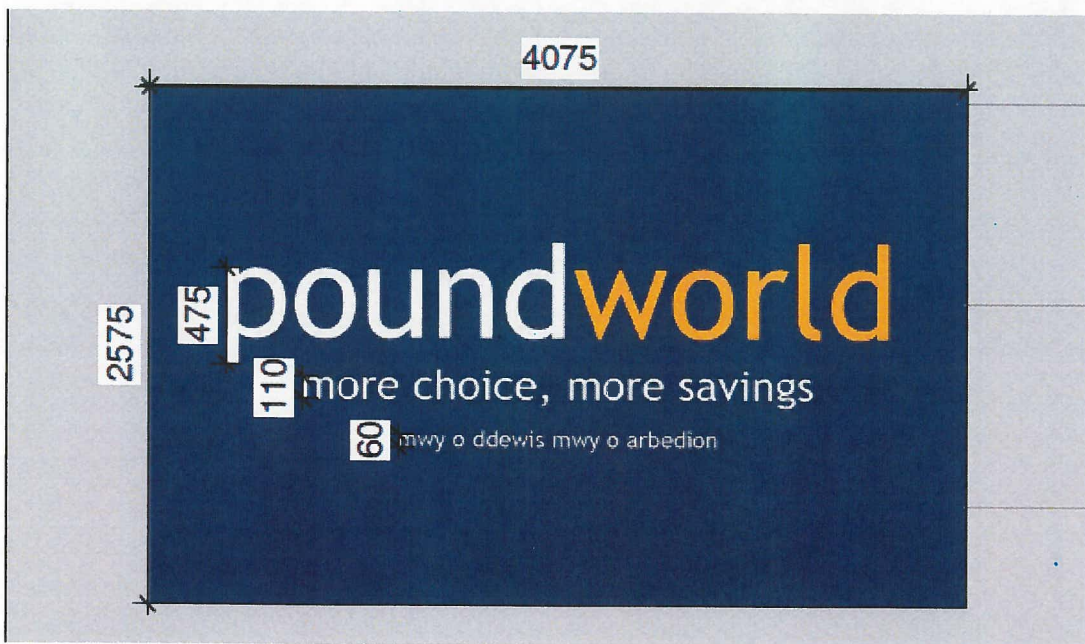
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1 Front Elevation
1:50

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SIZE OF LETTERING IN MILLIMETRES

WARD : Rhyl West

WARD MEMBER(S): Cllr Joan Butterfield
Cllr Alan James (c)

APPLICATION NO: 45/2017/0351/ AD

PROPOSAL: Display of 2 internally illuminated fascia signs

LOCATION: Unit 6 (poundworld) Marina Quay Retail Park Wellington Road
Rhyl

APPLICANT: MrJamie Monks Poundworld Retail Limited

CONSTRAINTS: C1 Flood Zone
Article 4 Direction

PUBLICITY UNDERTAKEN: Site Notice - Yes
Press Notice - No
Neighbour letters - No

REASON(S) APPLICATION REPORTED TO COMMITTEE:
Scheme of Delegation Part 2

- Recommendation to grant / approve – Town / Community Council objection

CONSULTATION RESPONSES:

RHYL TOWN COUNCIL

“Objection the application is in contravention of Policy RD5 of the adopted Local Development plan which requires “Developers will be expected to provide bilingual signage as a minimum means of promoting the Welsh language” And also the Rhyl Town Council Welsh Language Policy (see Note 1 above)”

The Town Council have since advised, “that the County Council be requested to pursue the equal sizing of the bilingual signage to avoid setting a precedent for future applications.”

DENBIGHSHIRE COUNTY COUNCIL CONSULTEES

- HEAD OF TRANSPORT AND INFRASTRUCTURE - HIGHWAYS OFFICER

No objection

RESPONSE TO PUBLICITY: None.

EXPIRY DATE OF APPLICATION: 13/06/2017

REASONS FOR DELAY IN DECISION (where applicable):

- additional information required from applicant
- awaiting consideration by Committee

PLANNING ASSESSMENT:

1. THE PROPOSAL:

1.1 Summary of proposals

- 1.1.1 The application seeks advertisement consent for the display of two internally illuminated fascia signs on Unit 6 at Marina Quay Retail Park in Rhyl.

1.1.2 The signs are on the front of the unit and advertise the tenant 'Poundworld'. They are of standard aluminium construction with internal illumination.

1.1.3 The main sign on the unit advertises the host business, "Poundworld" in large text. Its sub text is the company strap line "more choice, more savings" and underneath that the Welsh translation "mwy o ddewis, mwy o arbedion".

1.2 Description of site and surroundings

1.2.1 Poundworld is located on the new Marina Quay retail development in West Rhyl.

1.2.1 It is one of 6 retail units on the site, and one of the first to open along side Farm Foods, in June 2017.

1.3 Relevant planning constraints/considerations

1.3.1 The site is located within the development boundary of Rhyl.

1.4 Relevant planning history

1.4.1 There is a significant amount of planning history on the site for the retail development, however none relating to signage for this unit.

1.5 Developments/changes since the original submission

1.5.1 On receipt of the original application and consultation responses Officers requested consideration of the use of using bilingual signage, which has been agreed.

1.6 Other relevant background information

1.6.1 None.

2. DETAILS OF PLANNING HISTORY:

2.1 None of direct relevance to the signage.

3. RELEVANT POLICIES AND GUIDANCE:

**Denbighshire County Council
Supplementary Planning Guidance
SPG Advertisements**

National Legislation

The Town and Country Planning (Control of Advertisements) Regulations 1992

4. MAIN PLANNING CONSIDERATIONS:

4.1 The main issues in relation to the application are considered to be:

4.1.1 Principle

4.1.2 Visual amenity

4.1.3 Public Safety

Other matters

4.2 In relation to the main planning considerations:

4.2.1 Principle

The advertisement regulations set out categories of signs etc. which may be displayed without the need for consent from the Local Planning Authority. Those advertisements which fall outside these 'deemed consent' provisions require 'express consent' from the Authority.

The Authority's powers under the regulations in relation to advertisements requiring consent can be exercised..." only in the interests of amenity and public safety, taking account of material factors" (Regulation 4).

The principle of displaying advertisements is therefore acceptable subject to due consideration of the amenity and public safety impacts, which are reviewed in respect of the particular application below.

4.2.2 Amenity of the Locality

In relation to the amenity considerations relevant to the assessment of an advertisement application, Regulation 4(a) refers to..." the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding if they think fit, any advertisement being displayed there". The Council's SPG 'Advertisements' provides detailed guidance on the approach to signage and encourages high standards in terms of location, size, design, and use of materials.

There are no representations in relation to the amenity impacts of the sign.

The proposed signage is considered to be appropriate in scale and design for its location and siting on this modern retail unit.

Having regard to the detailing of the signs proposed, it is considered that the impacts of the proposal on the general characteristics of the locality are acceptable.

4.2.3 Public Safety

In relation to the public safety considerations relevant to the assessment of an advertisement application, Regulation 4(b) refers to "... (i) the safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome; and (ii) whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air".

The Highway Officer has no objections to the application. There are no other representations in relation to the public safety impacts.

Having regard to the detailing of the sign proposed, which is sited on a retail unit within an existing retail development it is considered that there would be no detrimental impacts in relation to public safety.

Other matters

Rhyl Town Council, in their original response to the consultation, expressed general support for the use of bilingual signage, and referred to policy RD 5 of the Development Plan which relates to The Welsh Language and the social and cultural fabric of communities. The policy states, in relation to planning applications that Developers will be expected to provide bilingual signage as a minimum means of promoting the Welsh language.

During negotiations on the Advertisement Consent application the applicants have responded to the approach from Officers by adding a Welsh translation of their strap line to the signage, albeit in smaller text than the English strapline. The Town Council have submitted a representation raising objection to the scheme on the basis that the size of text for the Welsh translation of the strapline is smaller than the English version.

In appreciating the point raised by the Town Council, as mentioned in paragraph 4.2.1 above, the Control of Advertisement Regulations 1992 are clear that in relation to advertisements requiring consent, control can only be exercised..."in the interests of amenity and public safety, taking account of material factors" (Regulation 4). The detailed contents of signs, including the use of bilingual content is not considered to be an amenity or public safety issue, hence insistence on providing content of equal size lettering appears outside the scope of the Local Planning Authority in determining an advert consent application. In relation to Policy RD5 of the Development Plan, this refers to the consideration of planning applications (not advertisement consent

applications), and in any event it simply encourages the use of bilingual signage and does not provide a policy basis for insistence on equal size lettering within an individual sign. Whilst Officers suggest it is still reasonable to encourage the applicants to employ equal sized lettering for Welsh and English content on signs, this does not appear to be a basis for a refusal of advert consent. Consequently, Officers recommend the consent be granted with a suitably worded note to the applicant requesting the company reconsider this element of the sign and ensure equal size lettering is used.

It is of interest to this application that the Council have recently approved an identical sign in connection with the Poundworld store at Station Yard in Denbigh. In this instance there were no objections from Denbigh Town Council.

5. SUMMARY AND CONCLUSIONS:

5.1 Taking account of the above, it is concluded that the grounds for refusal are limited and the application is recommended for grant.

RECOMMENDATION: GRANT- No conditions

NOTES TO APPLICANT:

You are advised that the Council consider the approach to the contents of the signs should be reconsidered to ensure use of similar sized fonts / lettering for the English and Welsh versions of the company strapline, to recognise the equal status of the Welsh language in the County.

You should be aware that there may be other legislation outside the control of the Authority which may be relevant to the treatment of the Welsh language.

Please note express consent is granted under the Town and Country Planning (Control of Advertisements) Regulations 1992 (advertisement regulations) and the permission granted is subject to a time limit of 5 years from the date of the grant of this permission. Please also note the standard conditions that apply :

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 permission.