

**FLINTSHIRE COUNTY COUNCIL**

**REPORT TO:** **PLANNING AND DEVELOPMENT CONTROL COMMITTEE**

**DATE:** **23<sup>rd</sup> MAY 2012**

**REPORT BY:** **HEAD OF PLANNING**

**SUBJECT:** **ADVERTISEMENT CONSENT FOR THE ERECTION OF 3 NO. NON-ILLUMINATED FREE-STANDING BILLBOARDS AT LIDL UK, DENBIGH ROAD, MOLD, FLINTSHIRE**

**APPLICATION NUMBER:** **049499**

**APPLICANT:** **Lidl UK GmbH**

**SITE:** **Lidl UK, Denbigh Road, Mold, Flintshire**

**APPLICATION VALID DATE:** **27/ 2/2012**

**LOCAL MEMBERS:** **Councillor R C Bithell**

**TOWN/COMMUNITY COUNCIL:** **Mold Town Council**

**REASON FOR COMMITTEE:** **Committee determination requested by Councillor R C Bithell due to the impact on local residents**

**SITE VISIT:** **Not requested**

**1.00 SUMMARY**

1.01 Consent is sought for new advertisements in the form of 3 no. non-illuminated free-standing billboards at Lidl UK, Denbigh Road, Mold.

**2.00 RECOMMENDATION: TO GRANT ADVERTISEMENT CONSENT, SUBJECT TO THE FOLLOWING:-**

2.01 Conditions

1. Advertisements

**3.00 CONSULTATIONS**

3.01 Local Member:

Councillor R C Bithell

Requested Planning Committee determination because of the billboards being too large and having a detrimental visual impact for residents living in the vicinity and what the billboards will be used for can be catered for within the store and/or windows.

Mold Town Council

Objects to the installation of signage as proposed, believing the scale to be too large and having a detrimental visual impact for the residents of the neighbouring homes.

Head of Assets and Transportation

No objection.

Head of Public Protection

No adverse comments.

Environment Agency

Assessed the application as having a low environmental risk with standard advice applying.

**4.00 PUBLICITY**

4.01 Site Notice

No responses received at time of writing.

**5.00 SITE HISTORY**

5.01 **048412**

Display of 3no. hoarding signs – Refused 6/ 5/2011

**047478**

Erection of 1no. gable sign 1.45m x 1.45m and 1no. flagpole 7m x 2.5m x 2.5m – Refused 6/ 7/2010

**047275**

Application for variation of condition no.4 of planning permission ref:046700 to allow for development to proceed without compliance with "BREEAM" - "Very Good" – Approved 22/ 4/2010

**047121**

Display of 1no. gantry sign, 1no. gable sign and 1no. 3 sided totem pole (all to be internally illuminated) – Approved 11/ 3/2010

**046700**

Erection of one new retail unit and associated works – Approved 22/12/2009

**045598**

Erection of single retail unit and associated works – Refused 2/2/2009, Allowed on Appeal 17/ 6/2009

**044838**

Erection of two new retail units and associated works – Appeal against non-determination, Allowed 17/ 6/2009

**6.00 PLANNING POLICIES**

6.01 Flintshire Unitary Development Plan

STR8 – Built Environment

GEN1 – General Requirements for Development

D2 – Design

D7 – Outdoor Advertisements

**7.00 PLANNING APPRAISAL**

- 7.01 The site is located within an area of mixed use, including a clinic, petrol filling station and residential properties and is accessed off the A541 Denbigh Road.
- 7.02 The main considerations in assessing this proposal for advertisement consent are visual amenity and public safety.
- 7.03 The proposed free-standing billboards each measure 6 metres wide by 3 metres high and stand on timber posts making the total height of the advertisements 4.5 metres. There is no specific detail provided for the billboards as this will regularly change to advertise the current products on offer.
- 7.04 The application is submitted following a previous refusal for a similar application. One of the billboards has been relocated in order to address the previous reasons for refusal. Previously, the 3 no. billboards were located around the site with one immediately outside the store, one towards the rear of the site at the bottom of the car park and the third positioned immediately adjacent to the A541 Denbigh Road. It was due to this third billboard that the proposal was refused as it was in a prominent position and considered to be visually intrusive.
- 7.05 The current proposal relocates the inappropriate billboard so that it backs onto the petrol filling station and clinic. In doing so, it ensures that the billboards are only on view to those who enter the Lidl car park and are therefore only able to advertise within the site itself. (The other two billboards are positioned the same as previously to the front of the store and very rear of the site.) It is for this reason that I consider the signs to be acceptable and not visually intrusive as they have no impact upon any residential properties in the vicinity and

cause no safety concerns for the adjacent highway.

## **8.00 CONCLUSION**

8.01 It is considered that the proposal to erect 3 no. non-illuminated free-standing billboards is acceptable due to the signage positions proposed. Having taken all of the relevant planning policies into account, it is recommended that this advertisement consent is granted.

8.02 In considering this planning application the Council has acted in accordance with the Human Rights Act 1998 including Article 8 of the Convention and in a manner which is necessary in a democratic society in furtherance of the legitimate aims of the Act and the Convention.

**Contact Officer:** Lauren Eaton-Jones  
**Telephone:** 01352 703299  
**Email:** [Lauren\\_Eaton-Jones@flintshire.gov.uk](mailto:Lauren_Eaton-Jones@flintshire.gov.uk)