

FLINTSHIRE COUNTY COUNCIL

REPORT TO: **PLANNING COMMITTEE**

DATE: **8TH NOVEMBER 2017**

REPORT BY: **CHIEF OFFICER (PLANNING AND ENVIRONMENT)**

SUBJECT: **APPEAL BY LIDL UK AGAINST THE DECISION OF
FLINTSHIRE COUNTY COUNCIL TO REFUSE
PLANNING PERMISSION FOR THE DISPLAY OF 1
NO. INTERNALLY ILLUMINATED 3 M HIGH TOTEM
SIGN AT LIDL, COLESHILL STREET, HOLYWELL -
DISMISSED**

1.00 APPLICATION NUMBER

1.01 056879

2.00 APPLICANT

2.01 Lidl UK

3.00 SITE

Lidl
3.01 Coleshill Street,
Holywell.

4.00 APPLICATION VALID DATE

4.01 24th April 2017

5.00 PURPOSE OF REPORT

5.01 To inform Members of the decision following the refusal to grant express consent for 1 Lidl branded internally illuminated 3m high totem sign at Lidl, Coleshill Street, Holywell. The application was refused under officer delegated powers on the 12 June 2017. The appeal was dealt with by written representations by Inspector Clive Sproule and was **DISMISSED**.

6.00 REPORT

- 6.01 The Inspector considered that the main issue in respect of this appeal to be the effect the proposed display would have on the visual amenity of the area.
- 6.02 The Inspector noted that both the land uses and the layout of the buildings, along with the predominantly low height of the landscaping, resulted in a considerable degree of openness in the immediate street scene.
- 6.03 The Inspector noted the existing signage that was in situ on the appeal site and on the approach to the site, this in conjunction with street furniture of lightening columns, traffic control, street signs and bus shelters provided many vertical elements to these views of the Lidl store. Whilst the totem sign adds to this vertical emphasises it was considered that due to signs height, at 3m high, and its illumination it would be a very significant addition in to the street scene.
- 6.04 In addition to the above the Inspector considered that the openness along this section of Coleshill Street revealed the significant group of listed buildings on the southern side of Coleshill Street, consequently he considered that the sign would diminish the setting of listed buildings, which through their scale and designs form a strong historic group, inclusive of the Masonic Hall. The totem sign was considered to be of sufficient scale and located in a position that would be harmful to visual amenity of the locality.
- 6.05 The Inspector noted that the officer delegated report noted that neither the Highway Authority or the Public Protection Officer raised any concerns regarding public safety.
- 6.06 Having due regard to the other sites referred to in the appellants statement of case, the Inspector considered that the circumstances of the appeal site, clearly differ to those of the nearby totem store sign on the A5026 and other signage in relation to that other store. Within the context of the Advertisement Regulations each application and appeal is determined on its own individual merits and within the context of the circumstances that apply to it, thereby he considered that the nearby totem sign did not set a precedent in relation to this case.
- 6.07 The Regulations require that decisions be made only in the interest of amenity and where applicable, public safety. The Inspector took in to account the requirements of section 3 and 5 of the Well Being of Future Generations (Wales) Act 2015 in the determination of this appeal and for the reasons cited above the appeal was dismissed.

7.00 CONCLUSION

- 7.01 The Inspector concluded that the proposed illuminated 3m high totem sign would be a very significant addition into the street scene and would diminish the setting of the historic group of listed buildings and character of the Holywell Conservation area.
- 7.02 In reaching his decision, the Inspector took in to account the requirements of section 3 and 5 of the Well Being of Future Generations (Wales) Act 2015. He considered that that this decision is in accordance with the Act's sustainable development principle thought its contribution towards the Welsh Ministers well-being objective of supporting safe, cohesive and resilient communities.
- 7.03 For the reasons given above and having regard to all matters raised, he concluded that the appeal should be **DISMISSED**.

LIST OF BACKGROUND DOCUMENTS

Planning Application & Supporting Documents
National & Local Planning Policy
Responses to Consultation
Responses to Publicity

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