

Local Trader Signage Planning Application No 2



12th December 2016

www.pkcgroup.wales

David Metcalfe

Please note this document can be downloaded from our
website or purchased from WTE Printers, High Street, Cefn
Mawr, LL14 3BY, Tel 01978 821 292

Local Trader Signage Planning Application No 2

Contents

Table of Figures.....	2
General Introduction.....	3
Dimensions and Materials:	4
Location 1 Tesco Roundabout.....	9
Location 2 Hill Street Junction	11
Location Three?	14
TAN 18 Compliance.....	15
WPP 2016 Chapter 6 Conserving the Historic Environment.....	20
6.1 Objectives.....	20
WPP 2016 Chapter 7 Economic Development.....	20
7.1 Objectives.....	20
7.3 Promoting diversification in the rural economy	21
Economic Development Location Considerations	21

Table of Figures

Figure 1 Local Traders Signage Header Board	4
Figure 2 Example of sign for Well Street at Tesco roundabout	5
Figure 3 Example of signage for Crane Street.....	6
Figure 4 Wall mounting technical detail	7
Figure 5 Head Board Detail	8
Figure 6 Location 1 Tesco Roundabout.....	9
Figure 8 OS Map extract for Tesco Roundabout.....	10
Figure 7 Land Registry Title CYM181203	10
Figure 9 Location 2 Hill Street junction without the new signage	11
Figure 10 Location 2 Hill Street Junction with the new signage	11
Figure 11 OS Map extract of Hill Street Junction.....	12
Figure 12 Hill Street Junction with scale	12
Figure 13 The Holly Bush Inn at the Hill Street Junction.....	13
Figure 14 The Holly Bush Inn on Oxford Street the new road serving Tesco.	13
Figure 16 Cefn Mawr Post Office & possible location	14
Figure 15 Location 3 at the Crane	14
Figure 17 Tesco Roundabout and TAN 18 - 2.4mts Arial View	15
Figure 18 Tesco Roundabout and TAN 18 - 2.4mts Plan View.....	15
Figure 19 TAN 18 & 2.4mts from Curb Side	16
Figure 20 TAN 18 & 2.4mts from Curb Side	16
Figure 21 Tesco Roundabout and view of oncoming traffic	17
Figure 22 Local Trader Signage and hillside	18
Figure 23 TAN 18 and distance X	18
Figure 24 TAN 18 Splay Angles.....	19
Figure 25 Local Trader Sign Posting Compliance beyond TAN 18 requirements.....	19

General Introduction

Cefn Mawr Economy:

The Economy of Cefn Mawr is in post industrial depression with the highest rating for unemployment in the county of Wrexham according to the WCBC in their proposed LDP2. The small trader retail market has been further hit in recent years by the arrival of Tesco and the removal of public transport services from our village centre. Therefore this planning application for signage is to try and help our local traders and is made with Tesco Stores Agreement.

Heritage:

The signage needs to coordinate with the local heritage concept and the schedule 4 listing for Cefn Mawr as a conservation area. The image shown has been worked up following consultation with WCBC on this issue over a period of 4 years between 2013 and 2016. The WCBC Conservation, Planning and Economic Development Departments have been consulted.

WHS:

Cefn Mawr lies at the centre of the Pontcysyllte World Heritage Site and is very closely related to the aqueduct. Therefore it is thought that the sign posting should tie in with this by adopting the aqueduct emblem. The tourist market is the third, and potentially the largest market available to Cefn Mawr although we see nothing from this at present. This signage will not in itself resolve the tourism problem but it will help notify the customers frequenting the Tesco Supermarket that our village and local traders are still open for business. This is supported by Tesco as they are fully aware that if we are going to develop the tourist industry in Cefn Mawr, small independent retailers are very important to this, and Tesco will also benefit from the development of the tourist sector.

Efforts are being made to bring tourism into Cefn Mawr from the aqueduct as to make our business work better we have this to improve our local economy in general. The aqueduct draws between 200,000 and 300,000 people annually and we aim to attract 30% of those people into Cefn Mawr. That is a lot more people than we see now and this signage is designed to work with that.

Practicality:

The signs and lettering need to be clear and large enough for people to read from a car and passing traffic and needs to be affordable by local traders who will provide the funds between us for construction and up keep. A strip type design has been chosen. This will enable boards to be changed out as necessary as business's come and go, or are in need modification or repair.

Costs:

The signage needs to be good value providing effective advertising for our local traders at the most prominent focal points that will derive custom. There is no point in erecting signs in places that are not visible by the bulk of traffic, and where people do not go. With a sign height of approximately 3.5mts this will give up to 12 strips at the Tesco Roundabout for Well Street, and 15 at the Hill Street junction for Crane Street.

Local Trader Signage Planning Application No 2

Dimensions and Materials:

The signs for Cefn Mawr Traders measure approximately 1.5mts wide by 3.5 mts high.

The supporting individual trader strip signs will be approximately 1500mm wide by 150mm high

Base material for signs is intended to be 19mm marine ply, with soft wood backing.

Boards will be primed, undercoated and top coated in brown for maximum weather protection and durability.

Lettering will be simple sign writing in white on brown background.

The mounting poles will be galvanised 3" schedule 40 primed and painted matt black.

The strip signs will be secured with U bolt clamps to the poles.

Posts to be set in ground with 1mt concrete footings at Tesco roundabout and wall mounted on flanges and secured with 10mm expansion bolts / sleeve anchors at the Hill Street junction.

Materials and workmanship will be sourced locally to help with our local economy. The emblem of the Pontcysyllte WHS is incorporated in the design as Cefn Mawr lies at the centre of the WHS and is the source of the materials, sandstone and iron that the aqueduct is built from. The sandstone was quarried in the free stone quarries of Cefn Mawr, Tyn-y-Craig. Coal & Cefn Iron Stone mined at the Plas Kynaston Colliery and other Collieries was used to produce pig iron at the Plas Kynaston Blast Furnace and this pig iron was then cast at the Plas Kynaston Iron Foundry, all by William Merlin Hazeldine and his work force from the Cefn & Cefn Mawr.



Figure 1 Local Traders Signage Header Board



Figure 2 Example of sign for Well Street at Tesco roundabout

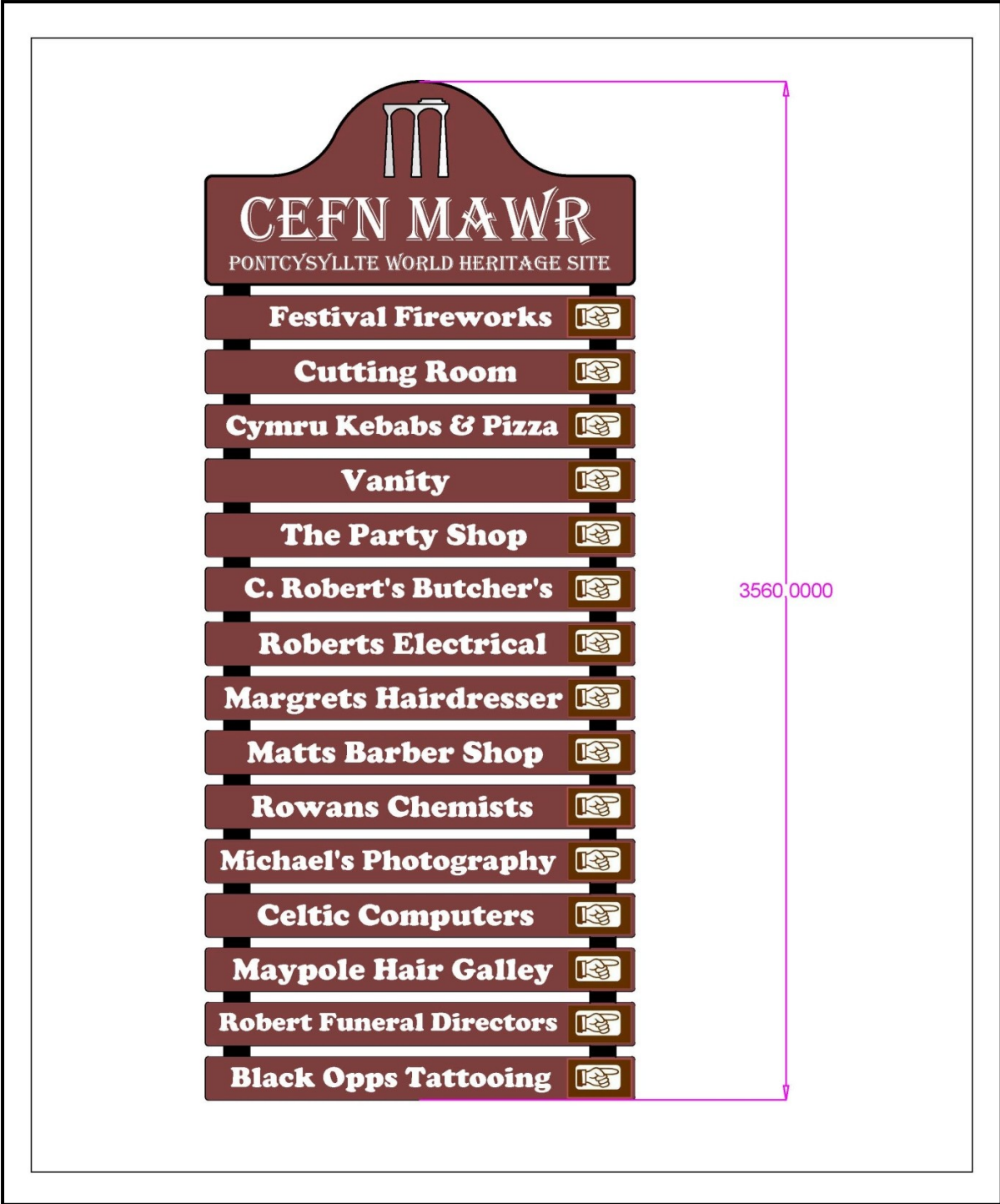


Figure 3 Example of signage for Crane Street

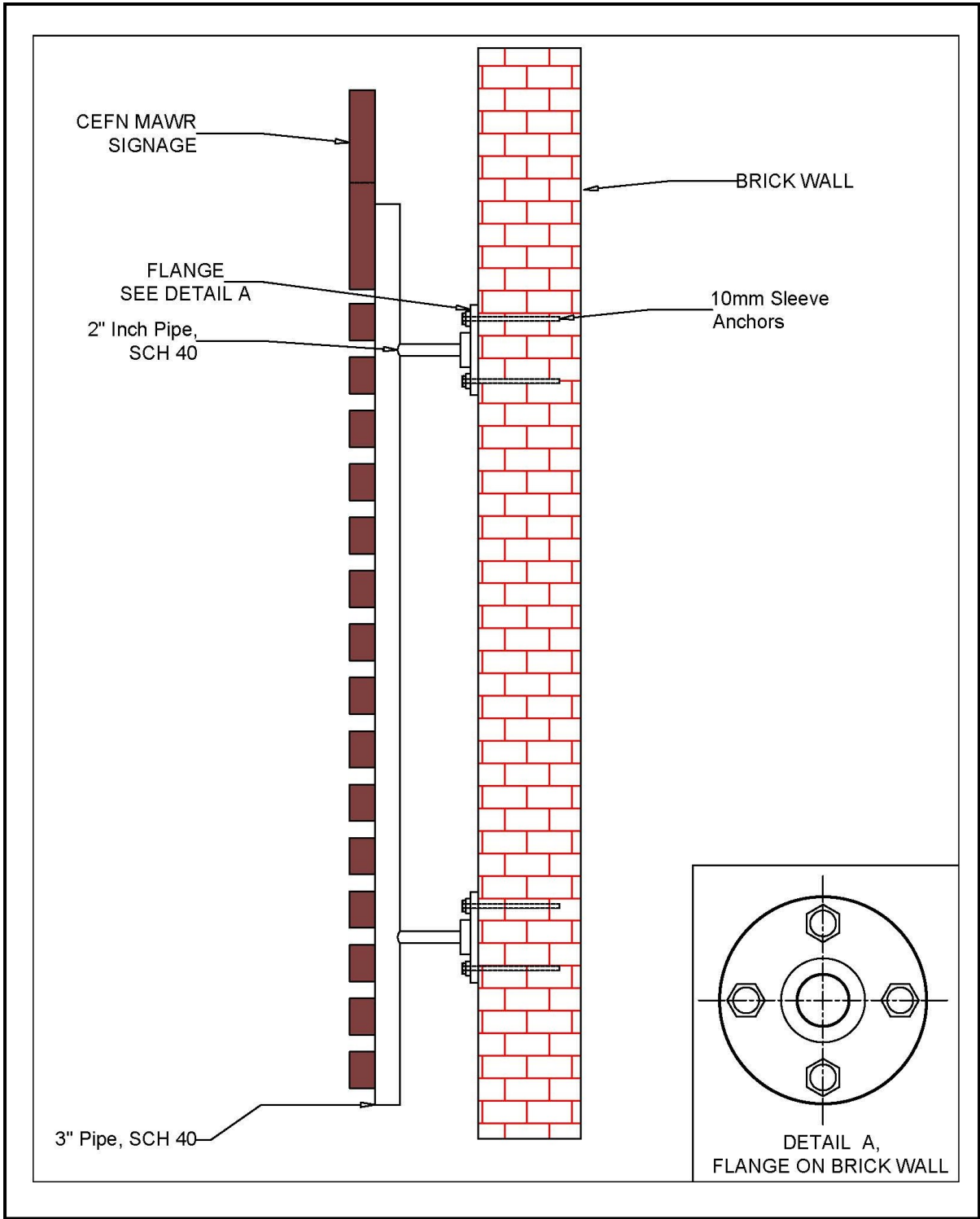


Figure 4 Wall mounting technical detail

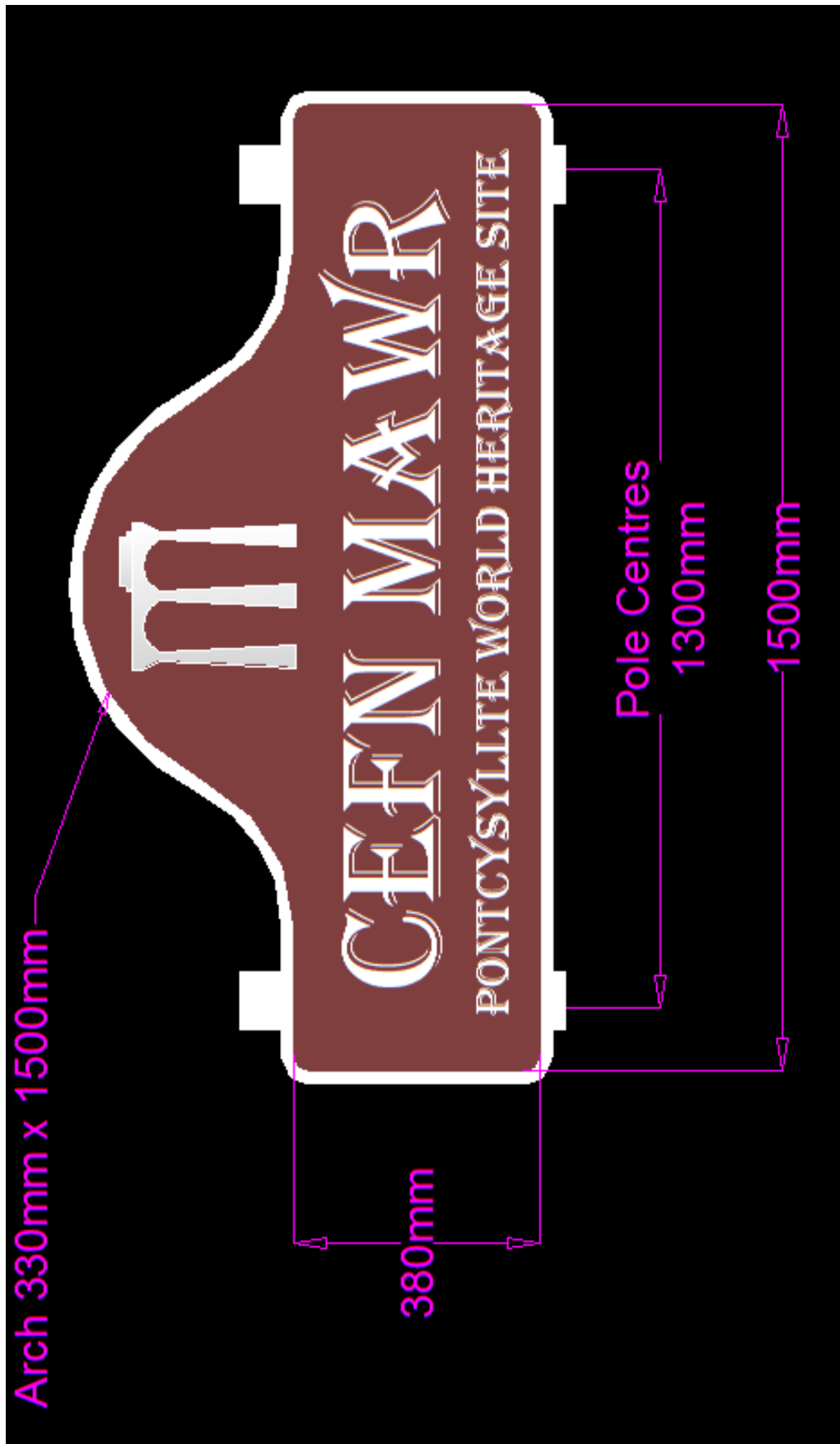


Figure 5 Head Board Detail

Location 1 Tesco Roundabout



Figure 6 Location 1 Tesco Roundabout

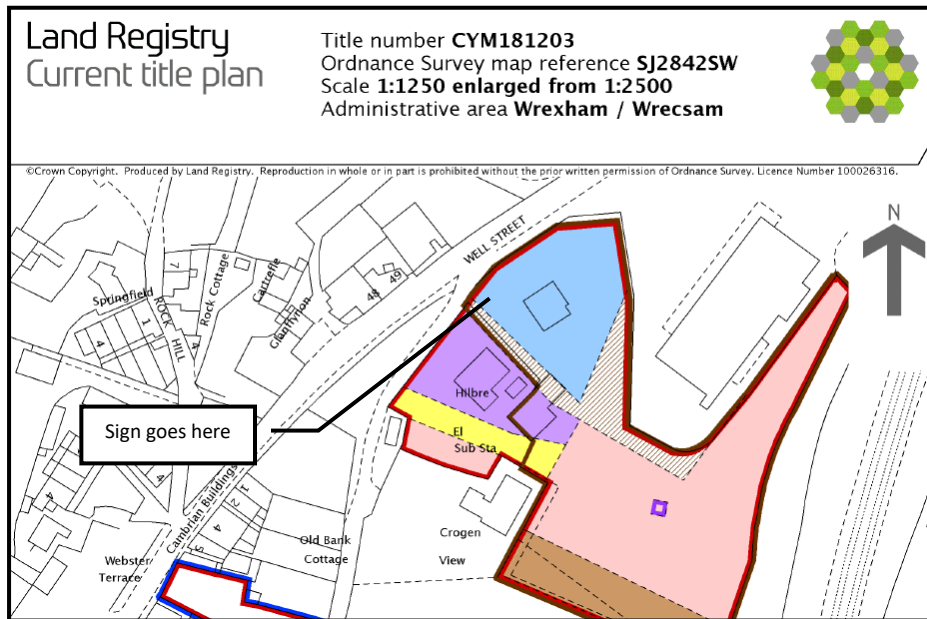
Primary sign site at Tesco round about showing Cefn Mawr open for business.

Please note that the Tesco sign measures 2.2mts wide by 4mts high.

So the mock up Cefn Mawr Local Traders sign is approximately to scale in the above projection measuring 1.5mts wide by 3.5mts high.

This sign will be seen by the majority of the 500,000 head count frequenting the Tesco Supermarket immediately adjacent to our village.

Local Trader Signage Planning Application No 2



The land belongs to Tesco under title CYM181203 for the site of the sign. Tesco have been very reasonable and agreed for the signage location at the roundabout to help support our small traders in our community. The site is in the section coloured blue in the LR title shown.

Figure 7 Land Registry Title CYM181203

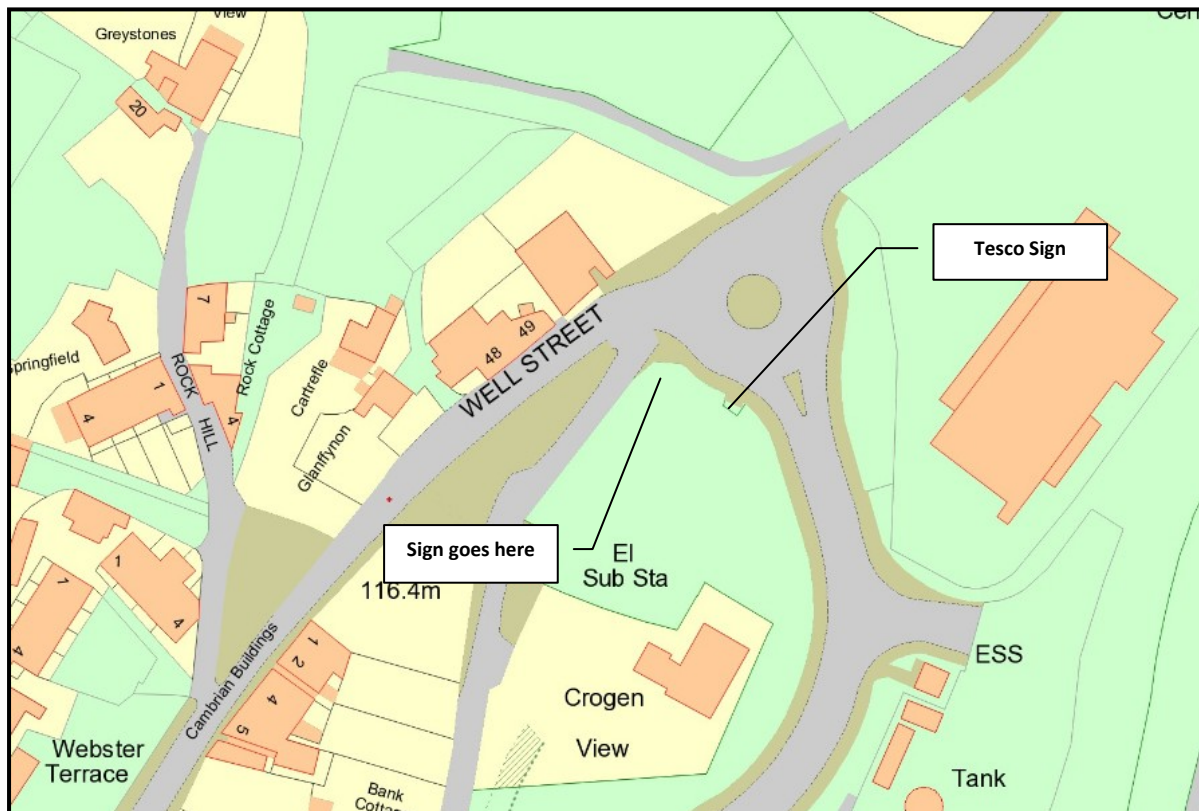


Figure 8 OS Map extract for Tesco Roundabout

Proposed location of the Cefn Mawr Local Traders sign at the Tesco roundabout on the B5096 to indicate that the traditional shopping centre of Cefn Mawr is still open, i.e. Well Street and Crane Street for business.

Local Trader Signage Planning Application No 2

Location 2 Hill Street Junction



Figure 9 Location 2 Hill Street junction without the new signage



Figure 10 Location 2 Hill Street Junction with the new signage

Sign at the top of Hill Street on the side of Festival Fireworks shop, the wall is +4mts high so again the projection of the Cefn Mawr Local Traders sign is roughly to scale.

Local Trader Signage Planning Application No 2

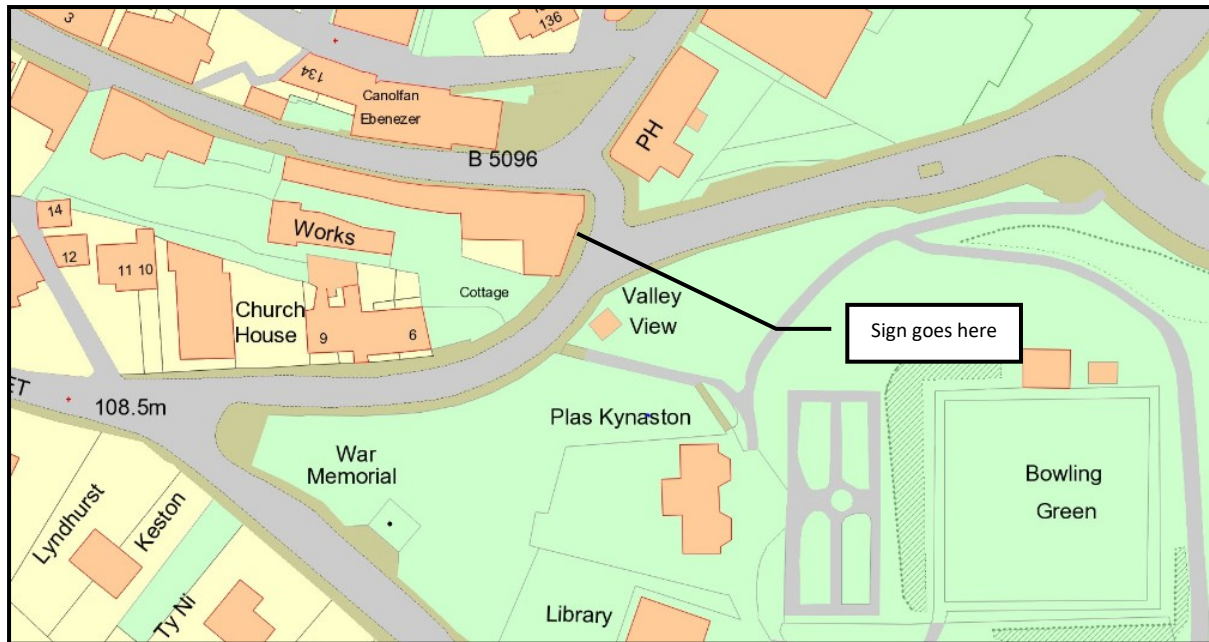


Figure 11 OS Map extract of Hill Street Junction

Here the sign will be mounted on steel poles fixed to the wall of Festival Fireworks on flanges with expansion bolts / sleeve anchors. Mr B Davies is the owner of Festival fireworks and positively supports the signage scheme for our village where this sign will be erected.

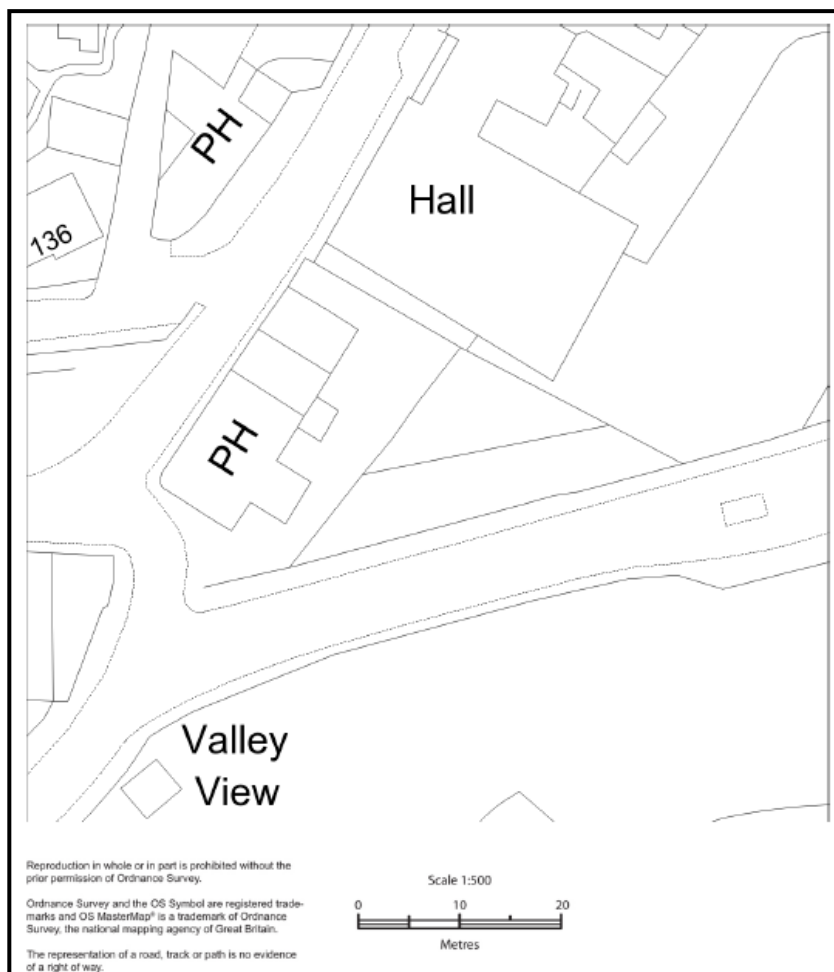


Figure 12 Hill Street Junction with scale

This location is one of the most prominent locations for a sign on the new Tesco bypass of our village, Oxford Street and Hill Street. We are not being anti Tesco here, but just merely stating facts.

The new Oxford Street now carries the bulk of traffic that once passed through the traditional village centre before the arrival of Tesco.

Hence we now need to put signage up telling the traffic that our village is still open for business and these signs need to be where they can be seen.

Local Trader Signage Planning Application No 2

Location 2 now forms the primary gateway into the traditional shopping centre of Cefn Mawr and is marked very clearly on the opposite side of Hill Street by the Holly Bush Inn.



Figure 13 The Holly Bush Inn at the Hill Street Junction.

The Holly Bush Inn & home of the PKC Group is in a prominent position on the new road for Tesco. However for the pub to do well we realise that we need the rest of the village. So we make this planning application for all our local independent traders in Cefn Mawr. We need to see our independent retail community do well and we have also developed a good relationship with Tesco.



Figure 14 The Holly Bush Inn on Oxford Street the new road serving Tesco.

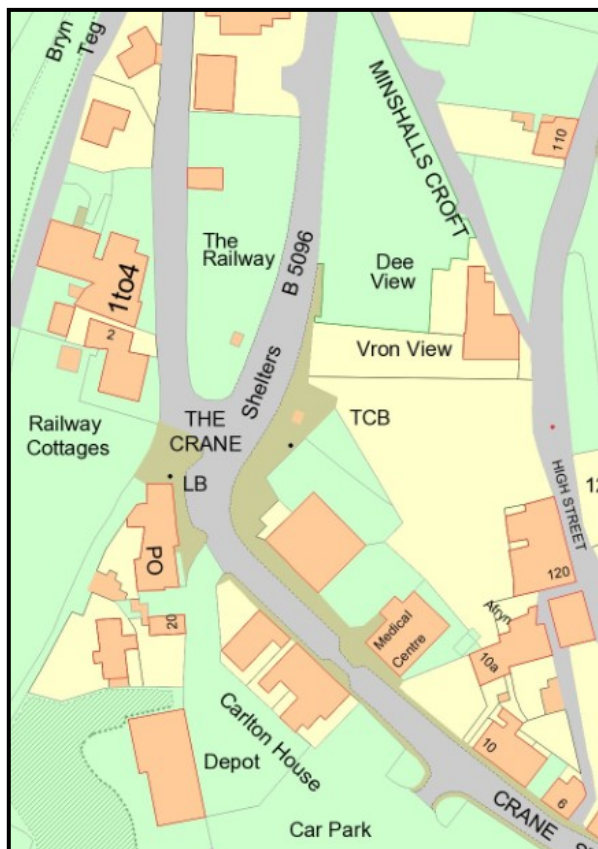


Figure 15 Location 3 at the Crane

Location Three?

The third site for this type sign would be at The Crane in as yet to be decided place. This would then coordinate with the reopening of Railway Road linking the centre of Cefn Mawr directly to the aqueduct and Windborne Gate parking area.

Proposals for both reopening Railway Road, also called [Jessop's Tramway](#) and opening up the [Windborne Gate](#) parking area as the main central parking area for visiting the aqueduct is being made for inclusion in the WCBC Local Development Plan (2). The LDP2 is will be implemented over the next 13 years until 2028.

Please see:

<http://plaskynastoncanalgroup.org/ldp2/>



Figure 16 Cefn Mawr Post Office & possible location

TAN 18 Compliance

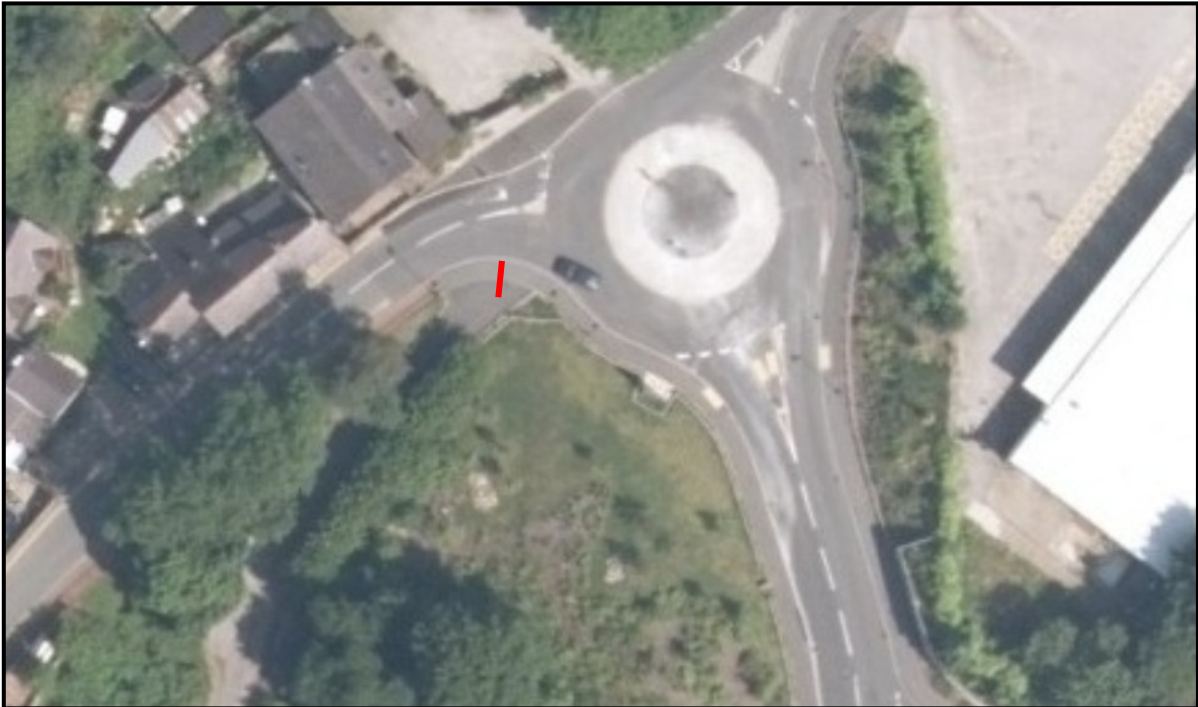


Figure 17 Tesco Roundabout and TAN 18 - 2.4mts Arial View



Figure 18 Tesco Roundabout and TAN 18 - 2.4mts Plan View



Figure 19 TAN 18 & 2.4mts from Curb Side



Figure 20 TAN 18 & 2.4mts from Curb Side



Figure 21 Tesco Roundabout and view of oncoming traffic

The view for oncoming traffic at the TESCO roundabout at the required 2.4mts from the curb side by TAN 18 and the Local Trader Signage is not in view as it lies outside the splay angel requirements as stipulated in TAN 18.

The only limiting factors are the lamp post and the Tesco Store Sign which also lie outside the required splay angels by TAN 18.

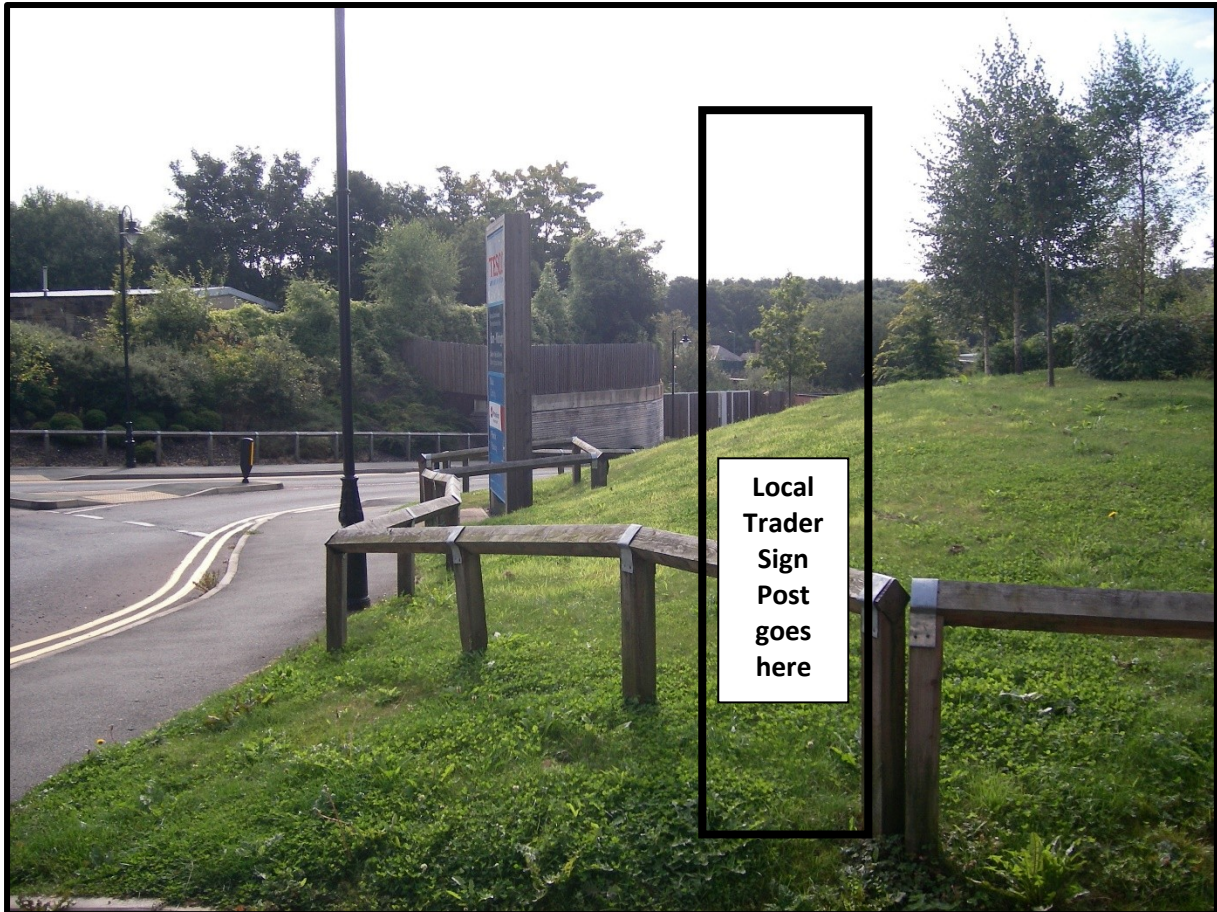


Figure 22 Local Trader Signage and hillside

It can be seen by panning further round that the only view that the Local Trader Signage at the Tesco roundabout will obscure is that of the hill side from a point 2.4mts from the curb side. Therefore this renewed planning application more than complies with TAN 18.

X-Distance

B.5 A minimum X-distance of 2.4 metres should normally be used in most situations, as this represents a reasonable maximum distance between the front of the car and the driver's eye.

Figure 23 TAN 18 and distance X

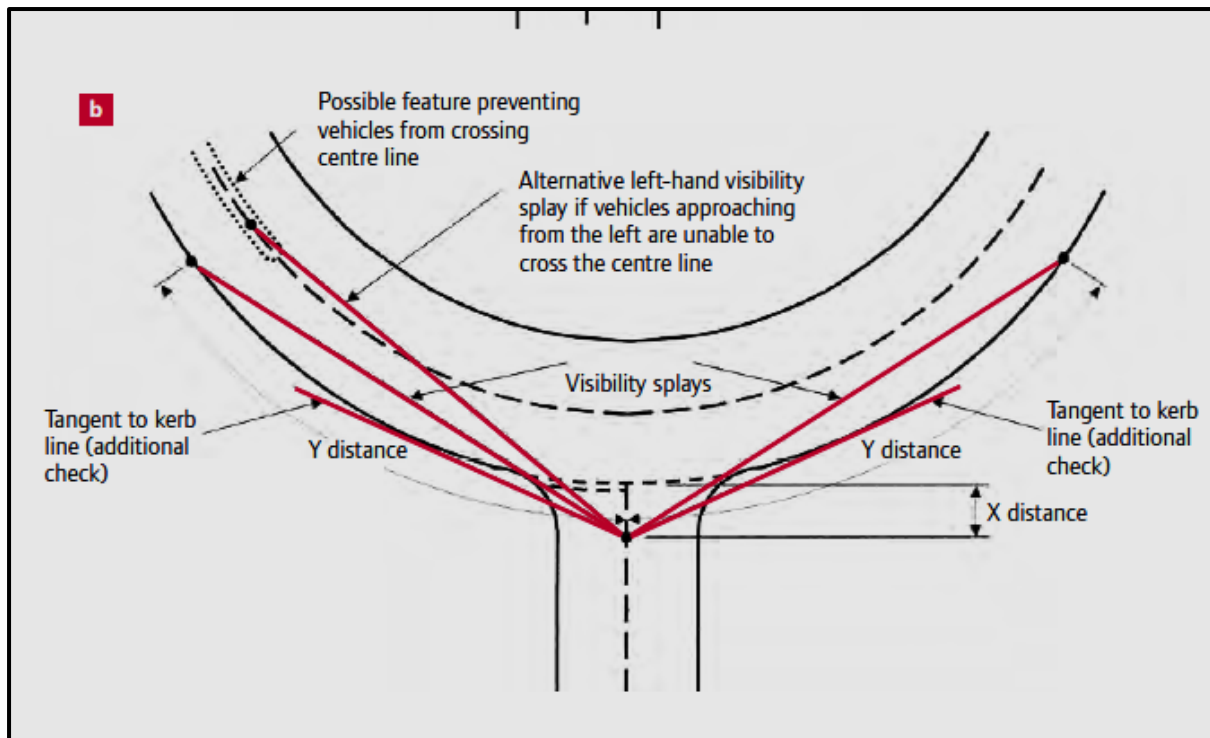


Figure 24 TAN 18 Splay Angles

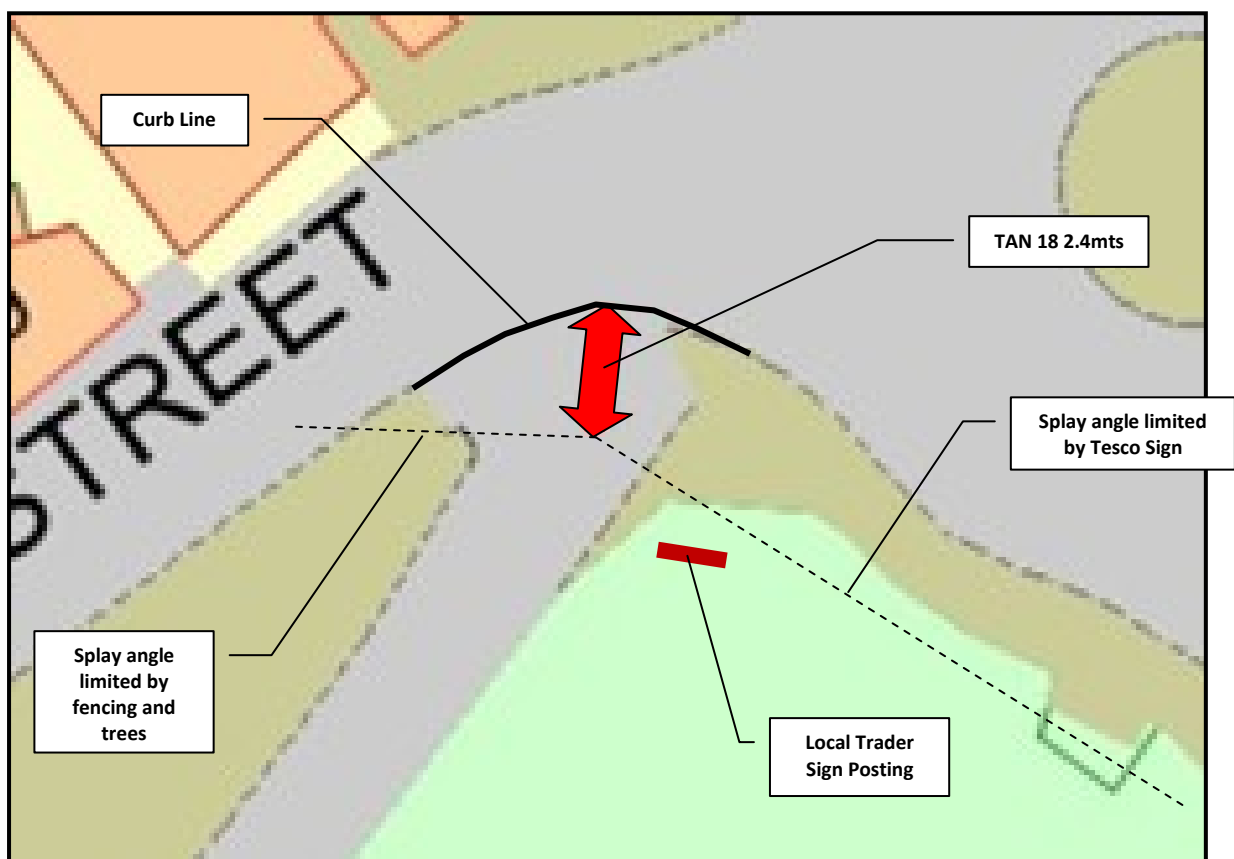


Figure 25 Local Trader Sign Posting Compliance beyond TAN 18 requirements

The Location of the Local Trader Signage at the TESCO roundabout clearly complies with TAN regulations as it does not obscure the required visibility splay angles at the roundabout for oncoming traffic.

WPP 2016 Chapter 6 Conserving the Historic Environment

6.1 Objectives

6.1.1 It is important that the historic environment encompassing archaeology and ancient monuments, listed buildings, conservation areas and historic parks, gardens and landscapes – is protected. The Welsh Government’s objectives in this field are to:

- Preserve or enhance the historic environment, recognising its contribution to economic vitality and culture, civic pride and the quality of life, and its importance as a resource for future generations.
- Protect archaeological remains, which are a finite and non-renewable resource, part of the historical and cultural identity of Wales, and valuable both for their own sake and for their role in education, leisure and the economy, particularly tourism.
- Ensure that the character of historic buildings is safeguarded from alterations, extensions or demolition that would compromise a building’s special architectural and historic interest.
- Ensure that conservation areas are protected or enhanced, while at the same time remaining alive and prosperous, avoiding unnecessarily detailed controls over businesses and householders.

6.1.2 Local planning authorities have an important role in securing the conservation of the historic environment while ensuring that it accommodates and remains responsive to present day needs. This is a key aspect of local authorities’ wider sustainable development responsibilities which should be taken into account in both the formulation of planning policies and the exercise of development management functions.

WPP 2016 Chapter 7 Economic Development

7.1 Objectives

7.1.1 For planning purposes the Welsh Government defines economic development as development of land and buildings for activities that generate wealth, jobs and incomes. Economic land uses include the traditional employment land uses (offices, research and development, industry and warehousing), as well as uses such as retail, tourism, and public services. The construction and energy sectors are also important to the economy and are sensitive to planning policies.

7.1.3 The planning system should support economic and employment growth alongside social and environmental considerations within the context of sustainable development. To this end, the planning system, including planning policies, should aim to ensure that the growth of output and employment in Wales as a whole is not constrained by a shortage of land for economic uses. Local planning authorities should aim to facilitate the provision of sufficient land required by the market, except where there are good reasons to the contrary.

In addition, wherever possible local planning authorities should seek to guide and control economic development to facilitate regeneration and promote social and environmental sustainability.

Local Trader Signage Planning Application No 2

In so doing, they should aim to:

- Co-ordinate development with infrastructure provision;
- Support national, regional, and local economic policies and strategies;
- Align jobs and services with housing, wherever possible, so as to reduce the need for travel, especially by car;
- Promote the re-use of previously developed, vacant and underused land; and
- Deliver physical regeneration and employment opportunities to disadvantaged communities.

7.1.4 In applying these and other considerations, local planning authorities should aim to steer economic development to the most appropriate locations, rather than prevent or discourage such development.

7.3 Promoting diversification in the rural economy

7.3.1 Many commercial and light manufacturing activities can be located in rural areas without causing unacceptable disturbance or other adverse effects. Small-scale enterprises have a vital role in promoting healthy economic activity in rural areas, which can contribute to both local and national competitiveness. New businesses in rural areas are essential to sustain and improve rural communities, but developments which only offer short-term economic gain may not be appropriate.

Local authorities should encourage the growth of self-employment and micro businesses in rural areas by adopting a supportive and flexible approach to home working. Information communications technology, in particular broadband, is vital to communities and business in rural areas. Improvements to information communications infrastructure networks should be supported throughout rural Wales.

Economic Development Location Considerations

Sustainability principles should underlie decisions about the location of new development for enterprise and employment uses.

For more information on the Cefn Mawr and the PPW 2016 please see the [Cefn Mawr & PPW 2016](#) and more information is available from our LDP2 website page: <https://www.plaskynastoncanalgroup.org/ldp2/>

Many Regards,

David Metcalfe,

PKC Group,
Holly Bush Inn,
Cefn Square,
Cefn Mawr,
Pontcysyllte World Heritage Site,
Wrexham,
LL14 3AE

Tel 01978 253 447