In pursuance of its powers under the Acts an Orders referred to below, the County Borough Council as Local Planning Authority, hereby determines your application in accordance with the particulars and plans comprising the application

wrexham
COUNTY BOROUGH COUNCIL
CYNGOR BWRDEISTREF SIROL
wrecsam

Applicant Wildstone Estates Limited

Agent Alder King Planning Consultants
Pembroke House, 15 Pembroke Road,
Bristol, United Kingdom, BS8 3BA

Reference P/2024/1314

Date Received 09/08/2024

Decision Date 10/12/2024

Town and Country Planning Act, 1990
Town and Country Planning (Control of Advertisements) Regulations 1992

Location of Application

LAND AT RUABON SERVICE STATION, WREXHAM LL14 6YY

Description of Application

CANIATÂD HYSBYSEB AR GYFER ARWYDD DIGIDOL
ADVERTISEMENT CONSENT FOR DIGITAL DISPLAY SIGN

In reaching this decision the Council has had regard to the following relevant policies: -

National Policies and Technical Advice Notes (TAN):

TAN 12 : Design
TAN 7 : Outdoor Advertisement Control

Wrexham Local Development 2013 – 2028:

DM1 - Development Management Considerations
SP12 - Design Principles & Masterplanning Framework
SP2 - Location of Development
T1 - Managing Transport Impacts

Particulars of decision: REFUSED

Reason(s)

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1. The development would have an unacceptable impact in respect of highway safety. The proposed digital sign would introduce a distraction risk at the A483 trunk road and Ruabon Service Station slip road where driver decisions and lane discipline is critical to maintaining safety. The sole purpose to attract driver attention at this location would be to the detriment of highway safety. The development therefore conflicts with policies DM1 and T1 of the Wrexham Local Development Plan.



David Fitzsimon
Prif Swyddog Yr Economi a Chynllunio, Cyngor Bwrdeistref Sirol Wrecsam
Chief Officer Economy and Planning, Wrexham County Borough Council

Refer to Statement of Applicant's Rights and General Information on our planning web site at:-
Planning and building control | Wrexham County Borough Council