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

Reference P/2024/1184

Date Received 28/05/2024

Decision Date 03/02/2025

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

Location of Application

EAGLES MEADOW SHOPPING CENTRE, EAGLES MEADOW, WREXHAM, LL13 8DJ

Description of Application

CANIATÂD HYSBYSEB AR GYFER ARWYDD DIGIDOL (WEDI'I OLEUO)

ADVERTISEMENT CONSENT FOR DIGITAL DISPLAY SIGN (ILLUMINATED)

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

National Policies and Technical Advice Notes (TAN):
TAN 12 : Design

Wrexham Local Development 2013 – 2028:
DM1 - Development Management Considerations
SP12 - Design Principles & Masterplanning Framework
SP2 - Location of Development
T1 - Managing Transport Impacts

Revision	Date	Description of Decision
0	03/02/2025	Planning permission issued

Particulars of decision : GRANTED subject to the following:-

Condition(s)

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.

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wrexham COUNTY BOROUGH COUNCIL CYNGOR BWRDEISTREF SIROL wrecsam

Applicant WILDSTONE ESTATES LIMITED

Agent ALDER KING PLANNING CONSULTANTS

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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 such permission.

5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

6. The luminance level of the display shall be controlled by ambient environmental control, which will automatically adjust the brightness level of the screen to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the display is maintained at a set level.

7. The maximum level of illumination should not exceed 600cd/m2 during daylight hours or exceed 300cd/m2 during twilight and night hours (dusk until dawn), in accordance

8. The approved display should contain at all times a feature that will turn off the screen (i.e. show a black screen) in the event that the display experiences a malfunction or error.

9. No individual advertisement on the LED screen will contain moving images, animation, intermittent or full motion video images, or any images that resemble road signs or traffic signals.

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10. There shall be a smooth uninterrupted transition from one image to another. Transitions shall be instantaneous, and no individual advertisement shall be displayed for a duration of less than 10 seconds.

Reason(s)

1 To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.

2 To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.

3 To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.

4 To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.

5 To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.

6 In the interests of amenity and public safety.

7 In the interests of amenity and public safety.

8 In the interests of public safety.

9 In the interests of public safety.

10 In the interests of public safety.

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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