Planware

St Andrews Castle 33 St Andrews Street South Bury St Edmunds IP33 3PH

Wrexham County Borough Council

Via Planning Portal

Reference: **PP-13983055**

30/04/2025

Dear Sir/Madam,

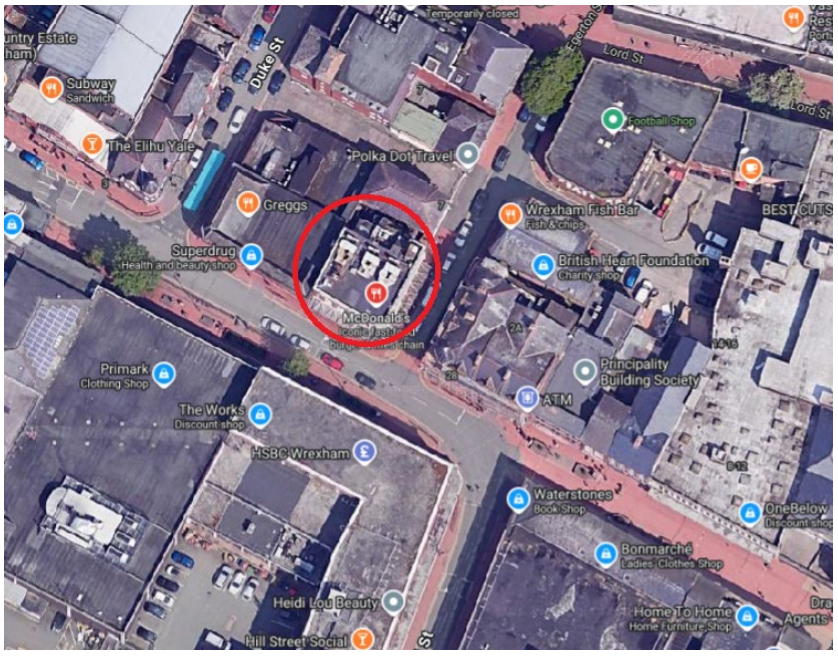
MCDONALDS RESTAURANT, 30 - 32 REGENT STREET, WREXHAM, LL11 1SA

Refurbishment of the restaurant and the removal of the overhead canopy on the fascia

Please find attached an application for the refurbishment of the restaurant and the removal of the overhead canopy on the fascia.

Site and Surrounding Area

The application relates to an existing McDonald's Restaurant, which is located on a prominent corner of Regent Street and Egerton Street.



Extract from Google Maps

The application site is located adjacent to the conservation area, as shown below



Sketch based on Wrexham Town Centre Conservation Area (2009)

The Proposal

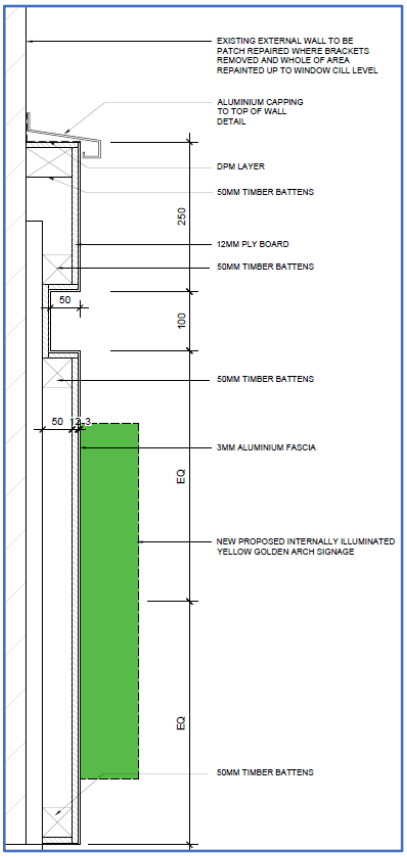
The main element of the refurbishment works relate to the removal of the overhead canopy suspended around all sides of the building between the ground and the first floor, as shown on the extract from Streetview (June 22) below.



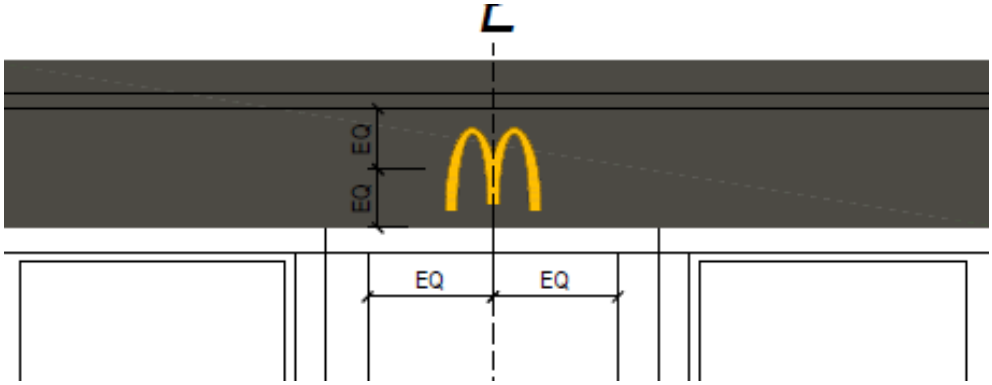
Extract from Streetview (June 22)

The current structure is bulky and out of keeping with the rest of the street scene. The store has experienced continually issues with rainwater leaks, which have been linked to this structure. The removal of the canopy, with a new dark grey RAL 7022 fascia board will prevent further long-term deterioration of the building.

The drawings suite includes a series of sections (*14317_AEW_0154_0203C)* to demonstrate how the new fascia panel will complement the rest of the street scene. With a recess detail to introduce depth to the fascia with the existing signage reused and repositioned to centre of the new detail.



Extract from 14317_AEW_0154_0203C_PROPOSED SECTIONS (NTS)



Extract from 14317_AEW_0154_0005 (NTS)

Planning History

Planning Application P/2022/1018 - Dilys o/Valid From 02/12/2022 - Installation of New Door and Alteration to Shopfront – Approved 14/02/2023

Planning Application P/2017/0820 - Dilys o/Valid From 02/10/2017 – Installation of New Shop Front – Approved 30/10/2017 (Non material amendment – P/2018/0048 - Granted 16/02/2018)

Planning Application P/2010/0885 - Dilys o/Valid From 22/10/2010 – Refurbishment of Shopfront to include repainting of shopfront, the installation of new timber slates and new fascia panels. New fully automated entrance doors – Approved 19/11/2010.

National and Local Policy

Planning Policy Wales: Edition 12 (February 2024)

Chapters 3 - Strategic and Spatial Choices

Paragraph 3.9 "The special characteristics of an area should be central to the design of a development. The layout, form, scale and visual appearance of a proposed development and its relationship to its surroundings are important planning considerations."

Adopted Wrexham Local Development Plan (December 2023)

Policy SP12: Design Principles & Masterplanning Framework

All development will be required to be of a high quality, sustainable design which makes a positive contribution to the creation of locally distinctive places by complying with the masterplanning framework SPG and KSS schematics. Proposals must demonstrate how they have taken account of the local characteristics of surrounding areas and how innovative design solutions will enhance the quality of the built and natural environment.

Wrexham Town Centre Conservation Area Assessment & Management Plan (2009),

North of *Regent Street is included in paragraph 3.13.*

3.13 The North of Regent Street is an important approach into the Conservation Area, which allows a long view down to the junction of Hope Street and Queen Street, a focal area in the town centre resulting from a convergence of key buildings most notably the Talbot Public House and numbers 24 to 54 Hope Street. Reciprocal views are also afforded up Regent Street with the spire of the

Roman Catholic Cathedral of St Mary visible in the distance together with a fine view up Queen Street and terminated by the Old Library.

This application will not impact the "long view" highlighted within this statement.

Conclusion

Whilst the removal of the canopy will have a material impact on the appearance of the store, the overall impact to the setting, adjacent to the conservation area, is negligible.

There has been a number of projects to try and resolve maintenance issues on site, but this has been unsuccessful. The new shopfront will provide clear lines and improve the overall fenestration of the building.

The proposal accords with National and Local Policy.

If you have any queries relating to this application, please do not hesitate to contact us.

Yours faithfully,

Sarah Carpenter

sarah@planware.co.uk