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

Applicant Mr Ben Porte

Reference P/2025/0254

Decision Date 19/05/2025

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

Location of Application

LAND OUTSIDE 16, LORD STREET, WREXHAM, LL11 1LG

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 7 : Outdoor Advertisement Control

Wrexham Local Development 2013 – 2028:
DM1 - Development Management Considerations
R2 - Development within the Wrexham City Centre Masterplan Area
R3 - Primary Shopping Streets
SP2 - Location of Development

Revision	Date	Description of Decision
0	19/05/2025	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.

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

Applicant Mr Ben Porte

Reference P/2025/0254

Decision Date 19/05/2025

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 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

7. 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.

8. 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.

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

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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 public safety and in accordance with the requirements of Policy DM1 of the Wrexham Local Development Plan.

7. In the interests of public safety and in accordance with the requirements of Policy DM1 of the Wrexham Local Development Plan.

8. In the interests of public safety and in accordance with the requirements of Policy DM1 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