

In pursuance of its powers under the Acts and 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	ROUTE MEDIA	Code	WRC P/2021/0291
Agent	STUART WELLMAN ARDENT LAND LIMITED 7 BELL YARD LONDON WC2A 2JR	Number Date Received	22/03/2021
		Decision Date	18/08/2021

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

Location of application

1, EAGLES MEADOW, WREXHAM

Description of application

CANIATAU HYSBYSEBU AR GYFER 1 ARWYDD ARDDANGOSFA
DIGIDOL / ADVERTISEMENT CONSENT FOR 1 DIGITAL DISPLAY SIGN

In reaching this decision the Council has had regard to the relevant policies in the Wrexham Unitary Development Plan which are as follows:-

GDP1 Development objectives

Particulars of decision that Consent be GRANTED

Conditions(s)

1. The works granted consent shall only be carried out in strict accordance with the details shown on the approved drawing(s) numbered T4607 A4 0 50 Rev A, T4607 A4 0 60 Rev A, T4607 A4 0 61 Rev A and T4607 A4 0 62 Rev B, and as contained within the application documentation.
2. 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.
3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
4. 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.

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5. 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.

6. 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).

7. The intensity of illumination emitted from the signs the subject of this consent shall not exceed 600 candelas/sq.m during daytime hours or exceed 300 candelas/sq.m during twilight and night hours (dusk until dawn), in accordance with the terms of the Institution of Lighting Professionals, Professional Lighting Guide 2015 recommendations for maximum luminance Candelas / sq.m.

8. The luminance level of the display shall be controlled by ambient environmental control, which automatically adjusts 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.

9. The approved display shall 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.

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

11. There shall be a smooth and 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.

12. The 2 no. existing 'Debenhams' signs as shown on plan ref: T4607 A4 0 60 Rev A, shall be permanently removed prior to installation of the digital sign hereby approved.

Reason(s)

1. To comply with section 71ZA (2) of the Town and Country Planning Act 1990.

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.

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4. To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.
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6. To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.
7. To ensure a satisfactory standard of appearance of the development in the interests of the visual amenities of the area in accordance with Policies GDP1 and PS2 of the Wrexham Unitary Development Plan.
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Officer Appointed for this purpose
Chief Officer Planning & Regulatory

Refer to Statement of Applicant's Rights and General Information on our planning web site at:-

http://www.wrexham.gov.uk/english/planning_portal/publications/info_sheets.htm