

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	WILDSTONE ESTATES LTD	Code	WRC P/2021/0889
Agent	MR JAMES TARPY ALDER KING 15 PEMBROKE ROAD PEMBROKE HOUSE CLIFTON BRISTOL BS8 3BA	Number Date Received	10/09/2021
		Decision Date	06/12/2021

Town and Country Planning Act, 1990

Town and Country Planning (Control of Advertisements) Regulations 1992

Location of application

EAGLES MEADOW SHOPPING CENTRE, SMITHFIELD ROAD, WREXHAM

Description of application

CANIATAU HYSBYSEBU AM 1 SGRIN DARPARU DIGIDOL /
ADVERTISEMENT CONSENT FOR 1 DIGITAL DISPLAY SCREEN

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
PS2	Development and the environment

Particulars of decision that Consent be GRANTED

Conditions(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.
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.

Applicant	WILDSTONE ESTATES LTD	Code	WRC P/2021/0889
Agent	MR JAMES TARPY ALDER KING 15 PEMBROKE ROAD PEMBROKE HOUSE CLIFTON BRISTOL BS8 3BA	Number Date Received	10/09/2021
		Decision Date	06/12/2021

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 proposed sign shall not be illuminated in such a manner that it presents any disabling glare or dazzle to traffic using the adjacent highway.
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 with the terms of the Institution of Lighting Professionals, Professional Lighting Guide 2015 recommendations for maximum luminance (cd/m²).
8. The luminance level of the display should be controlled by ambient environmental control, which would 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.
9. 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.
10. 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.
11. 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.
12. Prior to the display of any advertisements hereby approved, the existing signs located on the south elevation of the building shall be removed in accordance with the approved details.
13. The works granted consent shall only be carried out in strict accordance with the details shown on the approved drawing(s) numbered:
ENG_00072 PA 04 Existing and proposed elevations
ENG_00072 PA 03 Proposed site plan
ENG_00072 PA 02 Existing site layout
ENG_00072 PA 01 Location Plan
and as contained within the application documentation.

Applicant	WILDSTONE ESTATES LTD	Code	WRC P/2021/0889
Agent	MR JAMES TARPY ALDER KING 15 PEMBROKE ROAD PEMBROKE HOUSE CLIFTON BRISTOL BS8 3BA	Number Date Received	10/09/2021
		Decision Date	06/12/2021

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 highway safety in accordance with Policy GDP1 of the Wrexham Unitary Development Plan.
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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. To comply with section 71ZA (2) of the Town and Country Planning Act 1990.

Applicant	WILDSTONE ESTATES LTD	Code Number	WRC P/2021/0889
Agent	MR JAMES TARPY ALDER KING 15 PEMBROKE ROAD PEMBROKE HOUSE CLIFTON BRISTOL BS8 3BA	Date Received	10/09/2021
		Decision Date	06/12/2021

Note(s) to applicant

Your attention is drawn to Highway Supplementary Notes - 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



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