

Applicant	MCDONALDS RESTAURANTS LTD	Code Number	WRR P/2019/0918
Agent	PLANWARE LTD MR MATTHEW CARPENTER THE GRANARY FIRST FLOOR 37 WALNUT TREE LANE SUDBURY SUFFOLK CO10 1BD	Date Received	12/12/2019
		Decision Date	07/06/2021

Town and Country Planning Act, 1990

Town and Country Planning (Control of Advertisements) Regulations 1992

Location of application

LAND AT ARGOS CAR PARK, PLAS COCH RETAIL PARK, PLAS COCH, WREXHAM, LL11 2BW

Description of application

APPLICATION FOR CONSENT TO DISPLAY SITE SIGNAGE INCLUDING 4 NO. FREESTANDING SIGNS, 1 DIGITAL BOOTH SCREEN, 1 NO. BANNER SIGN AND 16 NO. DOT SIGNS

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

EC4	Hedgerows, Trees and Woodland
EC9	Listed buildings of special architectural or historic interest
GDP1	Development objectives

Particulars of decision that Consent be REFUSED

Reason

In the absence of an approved scheme for the erection of a free standing restaurant with Drive Thru Facility, it would be premature and inappropriate to grant consent for signage which would be out of context with the existing site and detrimental to the wider visual amenities of the area. To allow the proposed signage would be contrary to Policy GDP1 (a) of the adopted Wrexham Unitary Development Plan and Local Planning Guidance Note No 1.

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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