Planning Department
Wrexham County Borough Council
The Guildhall
Wrexham
LL11 1AY

2 September 2025

Re: Application for Advertisement Consent – Hope Street Church, 1–2 Hope Street, Wrexham, LL11 1BG

Dear Sir/Madam,

I am writing to submit an application for advertisement consent under the Town and Country Planning (Control of Advertisements) Regulations 2007 for the proposed installation of signage at Hope Street Church, 1–2 Hope Street, Wrexham, LL11 1BG.

The proposal includes:
- Two 'halo' illuminated lettering installations affixed to the building façade, designed to provide clear identification of the premises while maintaining visual harmony with the surrounding area.
- One projecting sign, also externally illuminated, positioned perpendicular to the Hope Street façade to enhance visibility for passing trade.

These advertisements have been designed with consideration for both visual amenity and public safety, and are in accordance with Wrexham County Borough Council's Local Planning Guidance Note 01: Advertisements.

Planning History and Background

The former Burton building at 1-2 Hope Street was home to the Burton store for over half a century before the retailer moved to new premises in Eagle's Meadow in 2008. Much of the original granite and wood façade was lost over the years the shop remained under the occupation of Burton's.

As part of a bold project to launch a new type of church aimed at reaching younger generations, the Church in Wales purchased the building in 2018, obtaining planning permission for the change of use and comprehensive refurbishment of this landmark

building in Wrexham town centre. Hope Street Church opened in 2021, and with it, Tabernacl (the coffee shop run as part of the church operation), opened in 2022 (opening Tuesday to Saturday, with that flexible space used as a welcome/entertaining space for the wider church in evenings, Sundays and a community warm space on a Monday). Under permitted development rights 2x illuminated light boxes (800x800) were installed in 2021. The initiative has thrived, with the church providing a vibrant use with activity 7 days a week.

However it has always been the intention to install new external signage upon the original granite plinths in keeping with the original proportions and character of the Burton building and the wider town centre conservation area.

Proposed Development

Planning permission is sought for lettering reading 'Hope Street Church' on the two main shop façades as shown on accompanying drawings ref SO551(RevC). Lettering will be 335mm in height, manufactured in built up aluminium, sprayed in white, and illuminated from the rear with a halo effect against the dark granite. Illumination levels fall within recommended limits (300cd/m2), and illumination will be controlled via timer.

Planning permission is also sought for a hanging projecting sign, hung from a heavy duty frame in art deco style sympathetic to the architectural style of the building. The signage will advertise both the main church and the café use as per attached drawing ref SO551(RevC). These will also be illuminated from above via LED lighting troughs (300 cd/m2).

Please find enclosed the following documents in support of this application:
- Completed application form
- Site location plan
- Document SO551Rev C containing Proposed advertisement drawings, elevations and photographs of the site
- Planning fee payment confirmation

Should you require any further information or clarification, please do not hesitate to contact me. I look forward to your consideration of this application.

Yours faithfully,

Andy Kitchen
Hope Street Church