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

wrexham
COUNTY BOROUGH COUNCIL
CYNGOR BWRDEISTREF SIROL
wrecsam

Applicant Miss Verity Cheyne

Reference P/2025/0806

Agent Mr Lewis Baldwin
TSOC, Pacific House,
Atlas Park,
Simonsway,
Wythenshawe, United
Kingdom, M22 5PR

Date Received 14/10/2025

Decision Date 12/03/2026

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

Location of Application

LAND ADJACENT TO 33 LORD STREET, WREXHAM, LL11 1LP

Description of Application

CANIATÂD HYSBYSEB AR GYFER 2 ARWYDD DIGIDOL (WEDI'I OLEUO)

ADVERTISEMENT CONSENT FOR 2 DIGITAL DISPLAY SIGNS (ILLUMINATED)

In reaching this decision the Council has had regard to the following relevant policies: -

Development Plan Policies:

CLF 8 - Telecommunications
GDP 1- Development Objectives
PS1 - Broad Location of Development
PS12 - Renewable Energy
PS2 - Broad Location of Development
S1 - Shopping Streets in Wrexham Town Centre

Revision	Date	Description of Decision
0	12/03/2026	Planning permission issued

Particulars of decision : GRANTED subject to the following:-

Condition(s)

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

wrexham
COUNTY BOROUGH COUNCIL
CYNGOR BWRDEISTREF SIROL
wrecsam

Applicant Miss Verity Cheyne

Reference P/2025/0806

Agent Mr Lewis Baldwin
TSOC, Pacific House,
Atlas Park,
Simonsway,
Wythenshawe, United
Kingdom, M22 5PR

Date Received 14/10/2025

Decision Date 12/03/2026

1. The development shall only be carried out in strict accordance with the details shown on the following plan(s) and document(s): Location Plan 001 Rev A, Proposed Site Plan 002 Rev A, Proposed Elevations 003 Rev A, Planning Statement dated 10th September 2025, BT Street Hub Product Statement V2.1 February 2025, Declaration of Conformity with Public RF Exposure Guidelines of The International Commission on Non-iodising Radiation Protection.

2. The intensity of the illumination of the two digital display screens shall not exceed 600 candelas per square metre (cd/m2) between dusk and dawn in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.

3. 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.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

5. 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.

6. 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.

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

wrexham
COUNTY BOROUGH COUNCIL
CYNGOR BWRDEISTREF SIROL
wrecsam

Applicant Miss Verity Cheyne

Reference P/2025/0806

Agent Mr Lewis Baldwin
TSOC, Pacific House,
Atlas Park,
Simonsway,
Wythenshawe, United
Kingdom, M22 5PR

Date Received 14/10/2025

Decision Date 12/03/2026

7. 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).

Reason(s)

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

2. In the interests of highway safety in accordance with Policy GDP1 of the Wrexham Unitary Development Plan.

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. To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.

7. To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992.

Ian Jones

Prif Swyddog Dros Dro Yr Economi a Chynllunio
Interim Chief Officer Economy and Planning

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 Miss Verity Cheyne

Reference P/2025/0806

Agent Mr Lewis Baldwin
TSOC, Pacific House,
Atlas Park,
Simonsway,
Wythenshawe, United
Kingdom, M22 5PR

Date Received 14/10/2025

Decision Date 12/03/2026

Refer to Statement of Applicant's Rights and General Information on our planning web site at:-
Planning and building control | Wrexham County Borough Council