**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/2025/0805

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

**Date Received** 14/10/2025

**Decision Date** 10/04/2026

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

**Location of Application**

LAND ADJACENT TO 26, LORD STREET, WREXHAM, LL11 1LR

**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 | 10/04/2026 | Planning permission issued |

**Particulars of decision : GRANTED subject to the following:-**

**Condition(s)**

1. The development shall only be carried out in strict accordance with the details shown on the following plan(s) and document(s): 001 rev a, 002 rev a, 003 rev a

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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.

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 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'.

**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.

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

**Ian Jones**

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

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