MEMORANDUM

From:	Chief Officer, Environment & Technical	**To:**	Chief Officer Economy & Planning
		FAO::	Sarah Duckworth
Our Ref:	ET/DC/DB/P/2025/0296	**Your Ref:**	P/2025/0296
Date:	07/05/2025		

TOWN AND COUNTRY PLANNING ACT, 1990 - CONTROL OF ADVERTISEMENT REGULATIONS 1992

PROPOSAL: CANIATÂD HYSBYSEB AR GYFER 7 ARWYDD (WEDI'I OLEUO A HEB EI OLEUO)
/ ADVERTISEMENT CONSENT FOR 7 SIGNS (ILLUMINATED AND NON-ILLUMINATED)

LOCATION: LINDOP BROS, GLANLLYN ROAD, BRADLEY, WREXHAM, LL11 4BA

I refer to your consultation / email dated 31/03/2025 in respect of the above for signage as noted above and as described within the application form.

Illuminance levels ranging from 320 & 380 cd/m2 is noted and the sizes of the signs are described within the Application form. The supporting information presents images of the signs in the proposed locations.

The main Llay New Rd B5425 is a classified 40mph road. The LHA request the applicant ensures that sign D is set back enough so as not to obstruct visibility of any cyclists approaching from the south when vehicles are exiting the application site.

The signage should comply with the illumination standards as follows:

- During darker days (and nights) the sign should not reach its maximum potential brightness. There are only a few sunny days in summer where the ambient level would be bright enough.
- There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.
- **In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m2 in accordance with the recommended maximum night time luminance value set out for Environmental Zone 3 in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05/23) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m2. It**
- In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05/23)

'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m2.

- It is noted that the sign illumination proposed is static (therefore distraction caused by flashing is not concern).

Summary
As the illuminance levels are in excess of the 300cd/m2 recommended for night-time levels, we would request an amendment to the illumination levels for signage visible from the road, or confirmation that they will be adjustable to react to light levels.
Sign D should be set back so as not to obstruct visibility of cyclists for vehicles exiting the site.



On behalf of Chief Officer, Environment & Technical

Appendix

Highways Development Control Standard Advisory Note

In the interests of maintaining highway safety, and to avoid obstruction of the public highway (in contravention of the Highways Act), The Applicant is advised to coordinate with the highway authority at highwayroadworks@wrexham.gov.uk in advance of commencement of the development/works with respect to:

1. *Skip, scaffolding, hoarding or A frame/signage (Permit required for these items, if on the public highway);*
2. *Use of a parking space for a set down/delivery area;*
3. *Record a dilapidation survey of the adjacent carriageway prior to commencement (to avoid being ask to repair damage by the Applicant whilst carrying out their works);*
4. *If any lane closure or obstruction of the highway is required for a crane or similar;*
5. *Protection against dust and debris blowing onto the public highway*
6. *Construction traffic parking locally avoiding nuisance to others;*
7. *If the Applicant's scope of work includes new apparatus in the highway, such as new mains services then a Section 50 licence will be required. Insurances and demonstration of competency to carry out works in the public highway will be required.*
8. *Lowering of kerbs or minor pavement alterations require Section 184 agreement. Insurances and demonstration of competency to carry out works in the public highway will be required.*
9. *A section 278 agreement works agreement is required for more significant alterations to the existing highway*
10. *Any temporary works affecting traffic lights, [pedestrian/cycle road crossings, or bus stops require pre-planning and permits;*
11. *For applications with a private driveway (either existing or proposed) connecting onto the public highway, the following conditions of approval apply:*

    - *No surface water from the applicants site should be allowed to drain onto the public highway,*
    - *The first 5m* minimum (for residential property) should be hard paved, avoiding gravel or loose chippings form spreading.*
    - *No gate should be built in a location where it would result in a car obstructing the highway whilst being unlocked, and it should not swing out and over a pavement or any other part of the highway.*

**The hard paved length and set back if required is subject to the applicants proposed vehicular length*

The applicants should allow a minimum of 4 weeks' notice for any of the above standard requirements, and 6-8 weeks for lane closures & road closures (lead times may change without notice subject to workload and complexity). Any works involving Trunk roads should be coordinated separately and directly with the North & Mid Wales trunk Road Agency. For larger sites with a significant impact upon the highway, a Construction Traffic Management Plan will be required.