

MEMORANDUM



From:	Chief Officer, Environment & Technical	To:	Chief Officer Planning & Regulatory
		FAO::	Sarah Brett
Our Ref:	ET/DC/P/2023/0693 Res(2)	Your Ref:	P/2023/0693
Date:	20/11/2023		

**TOWN AND COUNTRY PLANNING ACT 1990
CONTROL OF ADVERTISEMENT REGULATIONS 1992**

CODI POSTER DIGIDOL 65 MODFEDD DWYCHROG / ERECTION OF 65INCH DOUBLE SIDED DIGITAL POSTER

**LAND NORTH EAST OF PRIMARK REGENT STREET WREXHAM
Grid Ref: E 333276.46 N 350415.42**

I refer to your consultation / email dated 20/11/2023 in respect of the above.

Based on the submitted screenshot, I would not have any objections in principle to the proposed location of the digital poster. However, it is important that clear working space for any required access to the existing traffic signal control cabinet is maintained in this location.

In terms of the frequency at which the advert / signage changes image, I understand that this will vary dependent on advertisement that has been added and is not fixed. **I would therefore raise concerns that if the advert / signage changes rapidly or is a constant moving image, it has the potential to distract drivers on the adjoining highway.**

I understand that previously approved digital signage in the City Centre typically changes images every 10 second which has been considered acceptable and not a significant distraction.

If the application is supported, a condition to prevent glare / distraction from the sign / poster to vehicles on the adjoining highway will be required.

Note:

I would refer you to the email dated 27/06/2023 from our Streetscene Section in respect of the issues of Public Liability Insurance and Standard Conditions highlighted by Streetscene for such a development.

Supplementary Notes

The applicant's attention should be drawn to item nos. 1, 2, 3, 4 & 5 of the supplementary notes.

A handwritten signature in black ink, appearing to read 'K. O. S. S.', with a stylized, flowing script.

Chief Officer, Environment & Technical