

MEMORANDUM



From:	Chief Officer, Environment & Technical	To:	Chief Officer Planning & Regulatory
		FAO::	Sarah Brett
Our Ref:	ET/DC/P/2023/0692 Res(2)	Your Ref:	P/2023/0692
Date:	15/11/2023		

TOWN AND COUNTRY PLANNING ACT 1990
CONTROL OF ADVERTISEMENT REGULATIONS 1992

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

LAND AT HOPE STREET WREXHAM
Grid Ref: E 333477.35 N 350310.65

I refer to your consultation / email dated 15/11/2023 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.

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 accessing Hope Street within a pedestrianised shared surface increasing the risk to pedestrian safety.**

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.

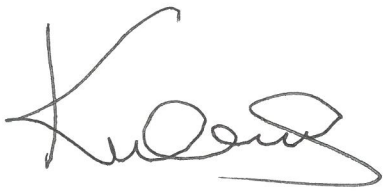
If the application is supported, a condition to prevent glare / distraction from the sign / poster to vehicles on the adjoining highway will be required.

Note:

I would refer you to the email dated 27/06/2023 from our Streetscene Section in respect of the issues of Pubic 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. Seng' or similar, with a stylized, cursive script.

Chief Officer, Environment & Technical