

MEMORANDUM



From: Chief Officer, Environment & Technical **To:** Chief Officer Planning & Regulatory
FAO: Louise Phillips

Our Ref: ET/DC/MM/P/2023/0257 **Your Ref:** P/2023/0257

Date: 08th June 2023

**Advertisement consent for illuminated signboard including name plate
Maesgwyn Hall, Mold Road, Wrexham LL11 2AF**

Further to your consultation dated 18th May in respect of the above, I comment as follows:-

The application is to install an illuminated signboard adjacent to the A541 Mold Road in Wrexham. The board is to be located on the grounds of Maesgwyn Hall, positioned to face traffic travelling eastbound on Mold Road. The sign is to be 3.4m in height and 6.4m in width, with the base being 2m from the ground. It is to be located opposite the Mold Road entrance to Wrexham Glyndwr University but is not expected to create a distraction for traffic using this junction.

The sign is located on and will be maintained from private land, with messages controlled remotely, minimising the need for maintenance visits. The only potential impact on the safety or operation of the highway network is therefore considered to be distraction of drivers on the A541.

The applicant proposes that the light levels will be limited to the maximum recommended in the Institute of Lighting Professionals document "The Brightness of Illuminated Advertisements PLG05, 2015", which is widely accepted as best practice. The displays are to be static images each lasting a minimum of 10 seconds, without flashing lights or special effects.

Conclusion

The proposed sign is not expected to have a detrimental impact on highway safety provided it is managed in line with best practice.

If planning permission is granted, it is recommended that conditions be applied that

- The board must operate at an illumination level no greater than recommended in the Institute of Lighting Professionals "The Brightness of Illuminated Advertisements" PLG05, 2015".
- The display shall not change at a frequency of more than once every ten seconds and shall not use special effects of any kind.
- The display must automatically turn off in the event of malfunction, to prevent distracting error messages.

Chief Officer, Environment & Technical