

MEMORANDUM



From: Operational Manager Traffic & Transportation **To:** Chief Planning Officer

Our Ref: TH/DC/PD/2010/0737

Your Ref: P/2010/0737

Date: 15 September 2010

TOWN AND COUNTRY PLANNING ACT 1990.

TOWN AND COUNTRY (GENERAL DEVELOPMENT PROCEDURE) ORDER 1995.

Location: O. S Grid Ref: 3170 4880 Co-op, 50 Wrexham Road, Rhostyllen

Development: 1 No. externally illuminated fascia sign, 2 no. internally illuminated projection signs and 1 no. internally illuminated totem sign

I refer to your consultation dated 3 September 2010 in respect of the above site.

The site is located on a classified road within a 30 mph speed limit.

The proposed fascia and projected signs are considered acceptable subject to the usual conditions to ensure drivers are not affected by any glare from the illumination.

However it is considered that the proposed totem sign will restrict visibility from the adjacent car parking space and could potentially lead to vehicular / pedestrian conflict at the entrance to the car park.

If the sign were a replacement of the existing then I would make no objection to the proposal. However given the potential visibility issues caused by the increased size of the sign I recommend the application for the totem sign is refused for the following reason.

REASON

The proposed totem sign would obstruct visibility for and of highway users.

For Operational Manager Traffic & Transportation