

MEMORANDUM

From: Service Manager Environment **To:** Head of Environment and Planning
Our Ref: EP/DC/PP/2016/1112 **Your Ref:** PF/P/2016/1112
Date: 14th December 2016

TOWN AND COUNTRY PLANNING ACT 1990
CONTROL OF ADVERTISEMENT REGULATIONS 1992

Location: O. S Grid Ref: 336 498 Lidl Supermarket, Salop Road, Wrexham.
Development: Display of banner sign erected on site frontage (in retrospect).

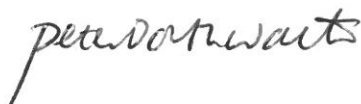
I refer to your consultation dated 14/12/2016 in respect of the above.

The current banner sign contains fairly basic information and is unlikely to distract drivers on the adjoining highway. I would therefore have no objections to the current banner sign on highway grounds.

However, I would raise concerns if any future banners display such detail as goods for sale including prices etc. which may well distract drivers on the adjoining highway as they approach the existing supermarket access and signalized junction. The submitted application appears to suggest that the advertisement will be changed periodically.

Supplementary Notes

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



Service Manager Environment

