PLANNING & DESIGN STATEMENT

Town and Country Planning Act 1990

Town and Country Planning (Control of Advertisements) Regulations 1992

Wrexham

February 2025

New World Payphones
33 Golden Square, London, W1F 9JT

NEW WORLD PAYPHONES

INTRODUCTION

1. This statement is submitted in support of a dual application by New World Payphones for planning permission[1] and advertisement consent[2].

2. New World Payphones (NWP), the UK's second-largest Code Systems Operator, manages approximately 2,000 telephone boxes and kiosks under rights granted by Section 106 of the Communications Act 2003.

3. This ties into planning considerations under the Town and Country Planning (General Permitted Development) Order 1995 (as amended), whereby the provision of electronic telecommunications infrastructure is supported by extensive permitted development rights[3].

4. NWP is focused on modernizing its network by replacing outdated telephone boxes and telephony equipment with advanced digital telecommunications infrastructure. This transformation aligns with the local and national planning policy frameworks, promoting a more open and accessible public realm to better meet societal needs.

5. The proposal involves installing five new communications kiosks in Wrexham, each offering public amenities such as wayfinding, advertising, and a defibrillator. Their locations are shown on a map enclosed with this statement at Appendix 1.

6. Planning Policy Wales (Edition 12, 2024; hereafter known as "PPW") recognises that advanced, high-quality, and reliable communications infrastructure is vital for economic growth and social well-being[4]. It calls for planning policies and decisions to support the expansion of electronic communications networks, including next-generation technologies like 5G[5]. Furthermore, local planning authorities are advised not to hinder competition among operators or question the necessity of new communication systems[6].

7. Despite the complementary legislation, the proposal is designed as a single, unified scheme. Neither component—the new communications kiosk or the

[1] Section 62 of the Town and Country Planning Act 1990

[2] Regulation 9 of the Town and Country Planning (Control of Advertisements) Regulations 1992

[3] Planning Policy Wales (PPW) 12th Edition (February 2024), paragraph 5.2.4

[4] Ibid. Essential Infrastructure (Paragraph 5.2.1)

[5] Ibid. Paragraph 5.2.11

[6] Ibid. Paragraph 5.2.10

advertising display—can proceed independently. Therefore, the proposal must be considered as an integrated whole.

8. Accordingly, in addition to this statement, the submission comprises the following documents and drawings:

    - Application Form: Planning and Advertisement Consent
    - Site Location Plan
    - Proposed Site Plan
    - Proposed Kiosk Elevations
    - New World Payphones: Kiosk Specifications Document
    - New World Payphones: Management Plan
    - Community Infrastructure Levy Form

9. The requisite fee will be submitted via the Planning Portal for the attention of the local planning authority. Notice will also be served on the relevant highway authority.

THE PROPOSED NEW COMMUNICATIONS KIOSK

10. Around 2.68 million people in the UK, and around 560,000 people in metropolitan London do not own a mobile phone.

11. Public telephone boxes can provide a safety net for people without access to a landline or working mobile phone. In areas with poor mobile coverage, a public telephone box can be the only option for making calls, including to the emergency services.

12. Their necessity is recognised by Ofcom:

> "*For those without access to a landline or working mobile, or in areas with poor mobile coverage, a public call box can be the only option for making calls to friends and family, helplines and, crucially, emergency services*".

13. Almost 150,000 calls were made to emergency services from phone boxes in the year to May 2020, while 25,000 calls were made to Childline and 20,000 to Samaritans.

14. Nevertheless, the services people need from public call boxes are changing. NWP plans to reflect these changes, upgrading and adapting the communication kiosk to allow a base level coverage provision across urban areas fit for the 21st century.

15. The new communication kiosk is manufactured from robust and high-quality materials, complete with the following multi-functional communication interface:

    - A **new telephone system** with the ability to accept credit/debit card, contactless and/or cash payment;
    - **Interactive wayfinding** and public information capability, via the portrait touchscreen display;
    - Equipment for the **provision of Wi-Fi access** points and/or equipment for the **provision of public small-cell access nodes**;
    - A **defibrillator**; and
    - On reverse side, a 1635mm H x 925mm W **digital display** for advertising purposes, including Council public information, public health information, and emergency incident messaging.

16. The aim was to design a distinctive, modern communication hub that respects the heritage and design influence of traditional UK phone boxes. Its open structure ensures unrestricted access for all users, including those with mobility impairments, while discouraging anti-social behaviour. Detailed information on the kiosk's dimensions, layout, and location is provided in the accompanying site plans and elevation drawings.

Telephony

17. The telephony unit is a core feature of the communication kiosk, offering public telephony services that accept both cash and card payments while providing free calls to emergency numbers and designated charities.

18. Designed for durability in urban environments, the unit includes a vandal-resistant alphanumeric keypad, an armoured cord handset with an internal steel lanyard, and inductive coupling for hearing aid users. The controls are positioned at an accessible height (maximum 1060mm) to meet British Standards BS8300-1:2018 and BS8300-2:2018 for disabled access.

19. Additionally, the kiosk is equipped with remote diagnostics and monitoring capabilities to ensure reliable performance throughout its lifespan.

Wayfinding Touchscreen

20. As a key element of the kiosk, an interactive touchscreen is included on the operational side of the unit. The interactive LCD screen will display useful information, including wayfinding maps with relevant points of interest, emergency numbers and a user's guide for operating the unit.

21. This offering will not only enhance the benefits for locals and visitors, but also nearby businesses and facilities to direct pedestrians to their services.

22. There is a further accessibility options whereby when switched on this moves the interactive buttons lower on the screen for easier access. This increases the tangible benefit the kiosk can provide to the community it serves.

Small Cells

23. The communication kiosks are designed to support built-in small cell technology, improving 4G mobile signal for both residents and visitors in the area.

24. Small cell technology, provided by any infrastructure-as-a-service provider, can be installed in any NWP kiosk where there is a need to enhance network capacity. By integrating this technology, the kiosks boost connectivity without adding unnecessary street clutter. These outdoor small cells provide immediate access to faster speeds and greater capacity, ensuring seamless connectivity.

25. This innovative solution not only enhances connectivity but also maximizes the use of existing street assets. As the demand for connectivity infrastructure grows, communication kiosks offer an efficient and practical option for network operators to strengthen their networks.

Defibrillator

26. A key component of the NCK is the defibrillator. There are more than 30,000 out-of-hospital cardiac arrests in the UK each year and currently less than 1 in 10 survive. Without immediate intervention with a defibrillator, therefore, most cardiac arrests are fatal.



27. NWP is partnered with the Community Heartbeat Trust (CHT), the charity working to support communities in the provision of defibrillators. CHT were the originators of using telephone kiosks for defibrillator use.

28. Once installed, the defibrillator would be registered on the national defibrillator network, known as The Circuit, thereby ensuring its precise location is known to ambulance services.

The Advertisement – British Made

29. The reverse side of the kiosk would incorporate a 1635mm by 925mm integral digital display advertising panel. Telephone boxes have long been synonymous with advertising, used mainly to support the viability and maintenance of the network. Nevertheless, the advertising element is an integral part of the design and pivotal to the funding of the overall goal of rationalising the estate.

30. The advertisement display would present a range of static images on rotation, at a frequency of once every 10 seconds. Advertisement images would not contain any movement, animation, or flashing lights, with the interchange between each advertisement a gradual and smooth fade.

31. The display would be illuminated to levels recommended by the Institute of Lighting Professionals ('The Brightness of Illuminated Advertisements Including Digital Displays' PLG05, 2023) which states that advertisements with an area of up to 10 sqm should be illuminated to a level no greater than 600 candela per square metre (cd/sqm) at night and 5000 cm/sqm during the day. During periods of darkness, the display's illumination would be restricted to a maximum brightness of 280 cd/sqm; well within the limit prescribed by PLG05/23.

32. During the day, when ambient light levels are significantly greater, the display will be regulated by sensors that monitor and adjust the luminance according to the prevailing conditions. The maximum brightness of the display is 2500 cd/sqm; again, this is well within the limit prescribed by PLG05/23.

33. NWP accept that planning conditions will be necessary to ensure the development operates appropriately. Hence, the following conditions are advanced for consideration by planning officers and consultees in their assessment:

    - The approved development shall operate in accordance with the approved documents and drawings (specified by the local planning authority).
    - Express advertising consent is granted for a period of 5 years in accordance with the Regulations.
    - During periods of darkness, the luminance level of the advertisement hereby approved shall not exceed 600 candela/sqm as advised by the Institute of Lighting Professionals' publication PLG05 (2023): "The Brightness of Illuminated Advertisements" or any successor publication.

- The advertisement panel should have a default mechanism to freeze an advertisement in the event of any malfunction.
- The advertisement panel shall display only static images, at a frequency of once every ten seconds.

Maintenance and Servicing

34. The design prioritizes maintainability and durability, with regular cleaning and servicing integral to its operation. New World Payphones oversees the management of NCK services, conducting physical inspections of each unit every two weeks across the network.

35. The NCKs are cleaned using a combination of hand cleaning and pressure washing. Inspections are carried out to assess for damage and ensure the functionality of telephony, wayfinding, and advertisement displays. Further details are provided in the enclosed Specification Document and Maintenance Plan.

Tree Planting

36. As part of its environmental commitments, NWP has partnered with Trees for Cities, a global charity dedicated to creating greener urban environments worldwide.

37. In line with this initiative, NWP proposes planting a tree for every NCK upgraded, with the location to be agreed upon with the Council. This commitment can be formalized through an agreement under Section 278 of the Highways Act 1980 (or Section 75 of the Town and Country Planning (Scotland) Act 1997).

Council Communications

38. The advertisement display is designed for both commercial use and as a platform for a variety of messages, including information for local residents and visitors about services, events, and news. Subject to agreement, the proposal includes offering the Council one ten-second slot per hour, free of charge, for use on the display.

International Commission on Non-Ionizing Radiation Protection (ICNIRP)

39. Radiofrequency electromagnetic fields (EMFs) are essential for modern technologies such as mobile telecommunications, phones, Wi-Fi, and Bluetooth. Public exposure guidelines for radio frequencies (RF) are outlined by the International Commission on Non-Ionizing Radiation Protection (ICNIRP) and the EU Council recommendation of 12 July 1999 (Ref: 1999/519/EC).

40. The proposed communication kiosk and its installation, as detailed in the attached documentation, are fully designed to comply with regulations limiting public exposure to electromagnetic fields (0 Hz to 300 GHz) in all publicly accessible areas.

41. A Declaration of Conformity with Public RF Exposure Guidelines (formerly known as "ICNIRP Declaration") is available upon request.

Endorsement of Replacement Kiosks

42. The proposed communication kiosks offer significant improvements in both amenity and functionality. Similar proposals across the United Kingdom have been positively referenced in planning decisions. For example, an Inspector in Hillingdon noted:

> "*the existing phone box, which would be replaced as part of the proposed advertisement, is a tired looking feature…the new kiosk would introduce a more appropriate, modern feature and in this respect, it would improve visual amenity"*[7].

43. Indeed, this is mirrored by a raft of similar decisions in the London Boroughs, where Inspectors have commented favourably on the design and integration of the kiosks with the street scene. In the Royal Borough of Kensington and

[7]Planning Appeal Ref. APP/R5510/Z/16/3157043

Chelsea, where 19 new kiosks were permitted, one Inspector considered that the project:

> *"would not add to street clutter but rather would replace tired looking telephone kiosks with a modern one that would still retain a distinctly traditional and recognisable telephone kiosk in a black finish that would be compatible with the general street furniture in the area."*[8]

44. Further, in Middleborough, the Council approved a similar scheme in February 2023. In granting consent the local planning authority stated:

> "*The application is satisfactory in that the design and appearance of the proposed telephone kiosk accords with the principles of the National Planning Policy Framework (NPPF) and, where appropriate, the Council has worked with the applicant in a positive and proactive way in line with paragraphs 186-187 of the NPPF. In addition, the telephone kiosk accords with the local policy requirements (Policy CS5, CS13, REG20 & DC1 of the Council's Local Development Framework).*"[9]

45. Lastly, in Wakefield, the Council approved the rationalisation project in July 2019. In granting consent[10], the local planning authority stated that

> "[t]*he proposed kiosks will replace… telephone kiosks which have been in situ for some considerable time. The proposed kiosk will lessen the overall visual impact simply by reducing the overall built form. The appearance will be more contemporary than the existing units with side windows and roof taking design cues from the original cast iron phone boxes which together with a matt black colour scheme would provide a more subtle appearance than those units currently in situ. Additionally, the two open sides would provide improved user safety and surveillance.*"

46. NWP, therefore, has successfully renewed, upgraded, and expanded its network, benefiting both the public and the built environment. The design and functionality of its kiosks are widely recognized and praised across the United Kingdom.

[8] Planning Appeal ref. APP/K5600/W/17/3190377

[9] Middlesbrough planning ref. 22/0734/FUL

[10] Wakefield planning ref. 19/01082

NATIONAL AND LOCAL POLICY CONTEXT

Planning Policy Wales (Edition 12, February 2024)

47. Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that planning decisions must be made in accordance with the development plan unless material considerations indicate otherwise.

48. This is reiterated in PPW[11], a material consideration in planning decisions in Wales, which states that the purpose of the planning system is to contribute to the achievement of sustainable development. More specific development-type guidance and advice (i.e. on advertisements and design) is set out in the accompanying Technical Advice Notes (TAN).

49. Chapter 3 of PPW advises on how to achieve well-designed places, underscoring the principles of placemaking and sustainable development, promoting good design as central to the planning process. Chapter 5 emphasises the role of the planning system in encouraging businesses to invest, innovate and adapt to changing market conditions. This includes the essential role high quality communications infrastructure has on the delivery of sustained economic growth and how the planning system should act to support this type of development.

50. Paragraph 3.3 introduces the importance of design in planning:

> "*Good design is fundamental to creating sustainable places where people want to live, work, and socialize. Design is not just about the architecture of a building but the relationship between all elements of the natural and built environment and between people and places*."

51. Paragraph 3.5 elaborates:

> "*Good design is inclusive design. Development proposals should place people at the heart of the design process, acknowledge diversity and difference, offer choice where a single design solution cannot accommodate all users, provide for flexibility in use and provide buildings and environments that are convenient and enjoyable to use for everyone.*"

52. Regarding Economic Infrastructure, PPW states that such infrastructure, be it physical, electronic or digital, plays a pivotal role in maintaining the economic

[11] PPW, paragraph 1.22

well-being of Wales. It enables people to connect and interact with each other, either in person or electronically, to increase prosperity[12].

53. The planning system should support telecommunications infrastructure, such as new technologies such as 5G, particularly in urban areas, which could require more small cell sites in street settings. The planning system will need to respond positively to this evolution in technology whilst being mindful of the impacts on amenity and the historic environment[13].

54. Planning authorities should not implement their own precautionary policies, such as imposing a ban or moratorium on new telecommunications development or insisting on minimum distances between new telecommunications development and existing development[14].

Advertisement Control

55. The display of advertisements is subject to a separate consent process within the planning system[15]. This is set out in the Town and Country Planning (Control of Advertisements) Regulations 1992.

56. Advertisements are controlled with reference to their effect on amenity and public safety only. Specific guidance relating to advertising developments and on the interpretation of the Regulations is contained within the TAN7[16].

57. The impact on visual amenity is evaluated based on the character of the area, considering factors such as surrounding land uses and the existing built environment. The assessment focuses on how the proposed advertisement affects local character and any notable features of interest in the area.

58. Regarding public safety, the main consideration is whether the advertisement would impede individuals from exercising proper care and attention for their own safety and that of others. While advertising is designed to be visible, this does not necessarily mean it is distracting. Advertising is a common feature in city centres and busy routes, where both drivers and pedestrians expect to encounter commercial images and messages.

[12] PPW, paragraph 5.1.1

[13] Ibid. paragraph 5.2.11

[14] Ibid. paragraph 5.2.19

[15] Pursuant to Section 220 of the Town and Country Planning Act

[16] Technical Advice Note (Wales) 7, Outdoor Advertisement Control (November 1996)

The UK Digital Strategy

59. The Ministerial Foreword to the UK Digital Strategy, published in March 2017, highlights the Government's commitment to unlocking the full potential of the digital sector, one of the UK's most vital industries.

60. It emphasizes the need for first-class digital infrastructure while ensuring that its benefits are felt across the economy, society, and every part of the country:

> "*Every individual and every business should have the skills and confidence to seize the opportunities of digital technology and have easy access to high-quality internet wherever they live, work, travel or learn*."
>
> *"The Digital Strategy will deliver the first-class digital infrastructure and advanced skills base that businesses across the country need to be able to take advantage of digital tools. And it will close the digital divide - to ensure that everyone is able to access and use the digital services that could help them manage their lives, progress at work, improve their health and wellbeing, and connect to friends and family."*

Local Planning Policy

61. The Wrexham Local Development Plan 2 (LDP2) for 2013 to 2028 was adopted by Wrexham County Borough Council in December 2023. This plan serves as the primary framework for land use planning decisions within the county borough, guiding development and growth in alignment with local needs and priorities.

62. It is complemented by a series of Local Planning Guidance Notes (LPGN). Of relevance are the LPGNs considering advertisements (LPGN 1) and Designing Out Crime (LPGN 24). Policies relevant to the determination of the applications are as follows:

Policy DM1: Development Management Considerations

63. This policy outlines that proposals should enhance the character and appearance of sites and their surroundings through careful consideration of siting, layout, scale, height, and materials. It also emphasizes sustainability, safety, and the avoidance of flood risks.

Policy SP12: Design Principles & Masterplanning Framework

64. This policy mandates high-quality, sustainable design that positively contributes to locally distinctive places. Development proposals must consider local characteristics and use innovative design to enhance the built and natural environment. The master-planning framework guides residential allocations, ensuring good design is integrated throughout the development process.

Policy SP15: Historic and Cultural Environment

65. Development will only be supported if it conserves, protects, preserves, or enhances historic and cultural assets such as listed buildings, conservation areas, and their settings. None of the sites fall within the remit of a conservation area. However, listed buildings are present in the city centre. These matters are to be considered on a site-by-site basis in the following section.

LPGN 1: Advertisements

66. Whereas LDP2 offers no specific guidance on advertisements, LPGN1 (like TAN7) is more specific. It states that advertisement modules in pedestrianised areas free standing advertisement modules may be appropriate in adding visual interest to the street scene.

67. In the round, LPGN 1 suggests that advertisements would be permitted in an industrial or commercial area of a city or town (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.

LPGN 24: Designing Out Crime

68. This ancillary guidance acknowledges that the design of the physical environment can positively influence human behaviour. Attractive, imaginative, and feasible design can help reduce crime, the fear of crime, and anti-social behaviour thereby achieving a safer and higher quality environment, and an improvement in residents' quality of life. This echoes national planning policy.

PLANNING ASSESSMENT

69. In assessing the application(s), the traditional planning considerations apply[17], as well as those set out in the Town and Country Planning (Control of Advertisements) 1992. The latter reiterates that advertisements are to be controlled only with regard to their effect on amenity and public safety, and any other material considerations.

70. Any consideration of any conservation area or the setting of a listed building must be mindful of the duties set out in Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990. This requires, when determining proposals in conservation areas, that special attention shall be paid to the desirability of preserving or enhancing the character and appearance of that area. In advertisement applications, this is only insofar as it relates to amenity.

71. Taken as a whole, therefore, the main planning considerations are whether the proposed kiosk, by virtue of its design, siting and use, will preserve or enhance the character and setting of the wider street scene and safeguard pedestrian movement and safety.

Site Assessments

Site Ref 1011: O/S 25 Regent Street

72. The application site is situated on the southern side of Regent Street, forming part of the linear retail corridor that runs through the centre of Wrexham. As such, it is designated as a Primary Shopping Street in LDP2[18]. The site is not within a designated conservation area, nor is it close enough to any listed buildings to impact their setting. Accordingly, a Heritage Statement is not required for this site.

73. In this area, ground-floor retail use is prioritized to sustain vitality and viability. The site is flanked by retail units and buildings of varying scale and height, each featuring illuminated signage and glazed facades. The style and finish make a relatively neutral impact on the surroundings, offering minimal architectural detail to enhance the environment. The pavement is wide, with a well-coordinated arrangement of street furniture enhancing the pedestrian environment.

[17] Section 38(6) of the Planning and Compulsory Purchase Act 2004

[18] Policy R3 refers

74. The proposed communication kiosk will enhance telephony coverage in the area while integrating a high-quality, heritage-inspired design that reflects the lineage of traditional telephone boxes with a contemporary twist. As shown in the enclosed drawings, the black kiosk will be installed with its longer side, featuring the advertisement display, positioned perpendicular to the road. It's simple yet modern appearance ensures it complements the surrounding commercial street scene, making it a visually appropriate addition to the urban environment.

75. Designed as an accessible and inclusive structure, the kiosk will provide essential telephony services alongside the added public benefit of a touchscreen. With its slender proportions, streamlined details, and restrained black monotone colour, the kiosk will maintain a neutral impact on the character of the street scene.

76. Furthermore, the design of the roof and side panel will offer shelter from the elements, facilitate access for individuals with mobility impairments, and enhance natural surveillance—aligning with the expectations of consultees in similar applications. Importantly, the installation will retain the desired footway width, ensuring minimal disruption to pedestrian flow.

77. Overall, the kiosk will, at the very least, preserve the character and appearance of the site and its immediate surroundings, in accordance with both national and local policy. Given its thoughtful design and public benefits, the proposal will not cause harm to the area's character but will instead contribute positively to its function and accessibility.

Site Ref 1012: O/S 39 Regent Street

78. The application site is situated on the southern side of Regent Street, forming part of the linear retail corridor that runs through the centre of Wrexham. As such, it is designated as a Primary Shopping Street in LDP2. The site is not within a designated conservation area, nor is it close enough to any listed buildings to impact their setting. Accordingly, a Heritage Statement is not required for this site.

79. In this area, ground-floor retail use is prioritized to sustain vitality and viability. The site is flanked by retail units and buildings of varying scale and height, each featuring illuminated signage and glazed facades. This also includes the Methodist Church structure. Together, the often-utilitarian style and finish make a relatively neutral impact on the surroundings, offering minimal

architectural detail to enhance the environment. The pavement is wide, with a well-coordinated arrangement of street furniture enhancing the pedestrian environment.

80. The proposed communication kiosk will enhance telephony coverage in the area while integrating a high-quality, heritage-inspired design that reflects the lineage of traditional telephone boxes with a contemporary twist. As shown in the enclosed drawings, the black kiosk will be installed with its longer side, featuring the advertisement display, positioned perpendicular to the road. It's simple yet modern appearance ensures it complements the surrounding commercial street scene, making it a visually appropriate addition to the urban environment.

81. Designed as an accessible and inclusive structure, the kiosk will provide essential telephony services alongside the added public benefit of a touchscreen. With its slender proportions, streamlined details, and restrained black monotone colour, the kiosk will maintain a neutral impact on the character of the street scene.

82. Furthermore, the design of the roof and side panel will offer shelter from the elements, facilitate access for individuals with mobility impairments, and enhance natural surveillance—aligning with the expectations of consultees in similar applications. Importantly, the installation will retain the desired footway width, ensuring minimal disruption to pedestrian flow.

83. Overall, the kiosk will, at the very least, preserve the character and appearance of the site and its immediate surroundings, in accordance with both national and local policy. Given its thoughtful design and public benefits, the proposal will not cause harm to the area's character but will instead contribute positively to its function and accessibility.

Site Ref. 1013: O/S 4 Lord Street

84. The site is situated outside Ladbrokes, on Lord Street, within the centre of Wrexham, as defined by the extant local policy framework. The site is not within a designated conservation area, nor is it close enough to any listed buildings to impact their setting. Accordingly, a Heritage Statement is not required for this site.

85. The site is surrounded by retail units and buildings of varying scale and height, all featuring illuminated signage and glazed facades. While architectural styles

differ, the buildings to the north and west appear to be recent additions. Their contemporary design has a neutral presence in the streetscape, contributing little in terms of architectural detail to enhance the environment.

86. The proposed communication kiosk will enhance telephony coverage in the area while integrating a high-quality, heritage-inspired design that reflects the lineage of traditional telephone boxes with a contemporary twist. As shown in the enclosed drawings, the black kiosk will be installed with its longer side, featuring the advertisement display, positioned perpendicular to the road. It's simple yet modern appearance ensures it complements the surrounding commercial street scene, making it a visually appropriate addition to the urban environment.

87. Designed as an accessible and inclusive structure, the kiosk will provide essential telephony services alongside the added public benefit of a touchscreen. With its slender proportions, streamlined details, and restrained black monotone colour, the kiosk will maintain a neutral impact on the character of the street scene.

88. Furthermore, the design of the roof and side panel will offer shelter from the elements, facilitate access for individuals with mobility impairments, and enhance natural surveillance—aligning with the expectations of consultees in similar applications. Importantly, the installation will retain the desired footway width, ensuring minimal disruption to pedestrian flow.

89. Overall, the kiosk will, at the very least, preserve the character and appearance of the site and its immediate surroundings, in accordance with both national and local policy. Given its thoughtful design and public benefits, the proposal will not cause harm to the area's character but will instead contribute positively to its function and accessibility.

Site Ref. 1014: O/S 16 Lord Street

90. The application site is located within the pedestrianised section of Lord Street, at the heart of the city centre as defined by LDP2. It does not fall within a designated conservation area and is not in proximity to any listed buildings that could be affected by its presence. Consequently, a Heritage Statement is not required for this site.

91. This pedestrianised section is a distinctly commercial area, flanked by late 20th-century buildings that exhibit little architectural uniformity or distinction. Street furniture—including refuse bins, street art, raised flower beds, and lamp

posts—is prevalent but strategically positioned to facilitate pedestrian movement and ensure clear access for emergency vehicles. The proposed kiosk will be thoughtfully sited to align with this existing streetscape, with the advertisement facing east.

92. The proposed communication kiosk will enhance telephony coverage in the area while integrating a high-quality, heritage-inspired design that reflects the lineage of traditional telephone boxes with a contemporary twist. As shown in the enclosed drawings, the black kiosk will be installed with its longer side, featuring the advertisement display, positioned perpendicular to the road. It's simple yet modern appearance ensures it complements the surrounding commercial street scene, making it a visually appropriate addition to the urban environment.

93. Designed as an accessible and inclusive structure, the kiosk will provide essential telephony services alongside the added public benefit of a touchscreen. With its slender proportions, streamlined details, and restrained black monotone colour, the kiosk will maintain a neutral impact on the character of the street scene.

94. Furthermore, the design of the roof and side panel will offer shelter from the elements, facilitate access for individuals with mobility impairments, and enhance natural surveillance—aligning with the expectations of consultees in similar applications. Importantly, the installation will retain the desired footway width, ensuring minimal disruption to pedestrian flow.

95. Overall, the kiosk will, at the very least, preserve the character and appearance of the site and its immediate surroundings, in accordance with both national and local policy. Given its thoughtful design and public benefits, the proposal will not cause harm to the area's character but will instead contribute positively to its function and accessibility.

Site Ref. 1105: O/S 16 Queen Street

96. The application site is situated on the northern end of Queen Street. It falls within the Primary Shopping Street designation set out in LDP2. The site is not within a designated conservation area, nor is it close enough to any listed buildings to impact their setting. Accordingly, a Heritage Statement is not required for this site.

97. In this area, ground-floor retail use is prioritized to sustain vitality and viability. The site is flanked by retail units and buildings of varying scale and height, each featuring illuminated signage and glazed facades. They are recent, albeit late, 20th-century buildings that exhibit little architectural uniformity or distinction. The pavement is wide, with a well-coordinated arrangement of street furniture enhancing the pedestrian environment.

98. The proposed communication kiosk will enhance telephony coverage in the area while integrating a high-quality, heritage-inspired design that reflects the lineage of traditional telephone boxes with a contemporary twist. As shown in the enclosed drawings, the black kiosk will be installed with its longer side, featuring the advertisement display, positioned perpendicular to the road. It's simple yet modern appearance ensures it complements the surrounding commercial street scene, making it a visually appropriate addition to the urban environment.

99. Designed as an accessible and inclusive structure, the kiosk will provide essential telephony services alongside the added public benefit of a touchscreen. With its slender proportions, streamlined details, and restrained black monotone colour, the kiosk will maintain a neutral impact on the character of the street scene.

100. Furthermore, the design of the roof and side panel will offer shelter from the elements, facilitate access for individuals with mobility impairments, and enhance natural surveillance—aligning with the expectations of consultees in similar applications. Importantly, the installation will retain the desired footway width, ensuring minimal disruption to pedestrian flow.

101. Overall, the kiosk will, at the very least, preserve the character and appearance of the site and its immediate surroundings, in accordance with both national and local policy. Given its thoughtful design and public benefits, the proposal will not cause harm to the area's character but will instead contribute positively to its function and accessibility.

The Advertisement

102. The key considerations for advertisement component are amenity and public safety.

103. The proposed advertisement will be integrated into the kiosk structure, positioned on its reverse side, displaying static images in sequential rotation. In terms of amenity, TAN7 supports the placement of advertisements in

commercial and industrial areas where they align with the function of their surroundings—this is the case here.

104. The advertisement will be housed within a well-designed, contemporary, and slimline structure, complementing the predominantly ground-floor retail character of the area. Positioned below streetlamp level, its illumination is unlikely to result in a perceptible change to the locality's amenity status. Furthermore, it will comply with all necessary standards and conditions, ensuring any impact on the wider area remains minimal. As a result, the proposed advertisement will not detract from the amenity, character, or appearance of this distinctly commercial setting.

105. Regarding public safety, the advertisement is not expected to pose any risk to pedestrians or road users. Although images will rotate, there will be no moving, video, or flashing content that could cause distraction. Given its placement within a commercial area, the advertisement is unlikely to create a material hazard. Under these circumstances, it does not constitute a potentially dangerous distraction to individuals exercising reasonable care for their own and others' safety.

SUMMARY AND CONCLUSION

106. The proposed installation of communication kiosks within Wrexham will provide significant public benefits, delivering modern telecommunication services within a design that aligns with contemporary build and social standards. Constructed from durable materials and inspired by Britain's design heritage, the kiosks will be both functional and visually complementary to the streetscape.

107. By enhancing telecommunication services with base-level coverage, the kiosks will improve connectivity for residents, workers, and visitors. Accessible telecommunications are particularly crucial for supporting the most vulnerable members of society, ensuring equitable access to essential services in urban areas where such resources may be limited.

108. The proposal aligns with local policies that seek to promote high-quality design and enhance the public realm. It also meets the objectives of relevant regulations, ensuring the long-term protection of amenity and safety in the locality.

109. The application reflects the applicant’s preferences; however, should the Council wish to discuss any aspect of the scheme, New World Payphones welcomes the opportunity to address any concerns prior to determination.

NWP

APPENDIX 1


Shelter
Trinity Street
Egerton House
Ty Avow
Egerton Street / Stryt Egerton
Trinity House
Guildhall
Llwyn-Isa
Hanmers Corner
Stryt Yr Eglwydd
86.9m
86.3m
84.1m
County Buildings (Museum)
PH
Duke Street / Stryt Y Dug
Lord Street / Stryt y Dug
Rhosddu Road / Ffordd Rhosddu
Posts
Queens Square
Council Offices
Ffordd Sant Marc / St Mark's Road
Regent Street / Stryt Y Rhaglaw
Wrexham Methodist Church
Bank
Argyle Street / Stryt Argyle
Rhosddu Road (Ffordd Rhosddu)
TCB
Queen Street / Stryt Y Syfwr
The Little Theatre
Brynyffynnon
Hope Street / Stryt Yr Hob
Henblas Street
83.2m