MEMORANDUM

From:	Chief Officer, Environment & Technical	**To:**	Chief Officer Economy & Planning
		FAO::	Lauren Rowlinson
Our Ref:	ET/DC/DB/P/2025/0253	**Your Ref:**	P/2025/0253
Date:	23/05/2025		

TOWN AND COUNTRY PLANNING ACT, 1990 - CONTROL OF ADVERTISEMENT REGULATIONS 1992

CANIATÂD HYSBYSEB AR GYFER ARWYDD DIGIDOL (WEDI'I OLEUO) / ADVERTISEMENT CONSENT FOR DIGITAL DISPLAY SIGN (ILLUMINATED)

LAND OUTSIDE LADBROKES, LORD STREET, WREXHAM, LL11 1LF

I refer to your consultation / email dated 24/03/2025 in respect of the above.

The application is for a new digital communications kiosk, with integrated defibrillator and advertising display. In appraising the proposal, the following information has been reviewed:

1. Application Form (redacted)
2. Location Plan
3. Management Plan
4. Planning Statement
5. Proposed Elevation Plan
6. Site Plan
7. Supporting Information- New World Payphones Overview and Specification Document (26 pages)

The LHA brief is to review whether or not the proposal in this location represents a safe installation, without impacting on safe use of the public highway.

In appraising the proposal, the LHA have considered the following:

1. Does the kiosk obstruct visibility, in this case persons crossing the road from in front of the Coop windows on Lord St.? – There is potential for the kiosk to obstruct pedestrian visibility of vehicles approaching from King St. Although, it is not a designated crossing point at the bus stop.
2. Does the location have potential to trap pedestrians waiting for a bus at this stop, particularly during a Christmas rush hour, in the dark and wet weather? This should be investigated.
3. Does the size of the kiosk restrict the overall effective width of the footpath and thereby create a risk of pushing pedestrians, if rushing, into the highway/bus parking area? The location of the Retail Unit 1 door (Ladbrokes) may further impact upon the flow of pedestrian traffic.
4. Should the proposed application be successful, what are the practical impacts upon safe use of the highway, during installation, operation/maintenance, and on removal when

obsolete? The applicant should contact the LHA Roadworks team to secure the necessary permits for working in the highway, and installing apparatus on the public highway. A Section 50 or 115 application should be made under the Highways Act 1980. There should be a security provided to ensure the kiosk and electric supply can be made safe, removed and finishes reinstated after impact, failure or becoming obsolete.

5. Does the illuminated sign, or lighting comply with the advertising standards for illumination in terms of luminosity and potential to distract drivers of vehicles? **Sections 11 & 14 of the Supporting Information document does confirm compliance with the regulations.** In summary, the advert should static with no moving images, animation, video, or full motion images displayed unless permitted by consent. The luminance should not exceed the defined daylight levels, and 300cd/m2 during twilight and night hours (dusk till dawn). The signage should comply with the requirements of The Institute of Lighting Professionals – Professional Lighting Guide (PLG 05/23) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m2.

When considering the proposal, an observation of historical telephone kiosks is that they have generally been more commonly located towards the back of the pavement and away from doors, bus stops, retail advertising windows, and any crossing points.

Summary:
Whilst the proposal for a defibrillator is potentially very beneficial to the community, the LHA do have concerns over this location for the following reasons:

- Whilst the proposed site layout confirms a width of 2100mm will remain for pedestrian flow, it could be further obstructed by pedestrians exiting Ladbrokes left hand side door. It is not clear if Ladbrokes door opens in or out. It should open in, but has a full height pull bar, not a push plate.
- The distance from the kerbline should be agreed with the LHA to either prevent pedestrians from accessing between the kerb and kiosk, or provision of adequate space made. Tis should be agreed to safeguard pedestrians from getting trapped by HGV/bus wing mirrors overhanging the kerb line. This would be particularly relevant here as buses may be approaching from Regent St along King St, and then manoeuvring by swinging over to get close to the raised bus stop kerb line, with potential for wing mirrors to overhang the pavement in doing so. The kiosk is set back by 450mm on the proposed site plan. This may be room for a pedestrian to stand, but there is then potential particularly during busy periods for them to be trapped when a bus comes.
- Pedestrians who choose to cross the road walking from in front of the Coop may have restricted visibility of vehicles approaching from the Northern section of King St.

Regarding the potential for the kiosk to obstruct pedestrian queuing for the buses during peak times, the kiosk is located away from the bus door at the front, so this is perhaps not a concern.

It is noted that the Supporting Information document refers to compliance with the aforementioned regulations/guidance, being static and variable illuminance between light and dark.

Should the application be successful, the applicant should be referred to the guidance note below that includes contact details and permits required for working in or immediately adjacent to the public highway. The necessary permits under The Highway Act 1980 should be applied for by the applicant prior to any works commencing should the application be successful.

The applicant will be required to commit to reinstating the highway should the installation become obsolete. This could be secured by means of a bond or cash deposit agreed with this department.

It is noted that an electrical supply will be required. This should be located so that isolation is possible away from the kiosk, in case of vehicular damage so it can be made safe prior to removal.



On behalf of Chief Officer, Environment & Technical

Appendix

Highways Development Control Standard Advisory Note

In the interests of maintaining highway safety, and to avoid obstruction of the public highway (in contravention of the Highways Act), The Applicant is advised to coordinate with the highway authority at highwayroadworks@wrexham.gov.uk in advance of commencement of the development/works with respect to:

1. *Skip, scaffolding, hoarding or A frame/signage (Permit required for these items, if on the public highway);*
2. *Use of a parking space for a set down/delivery area;*
3. *Record a dilapidation survey of the adjacent carriageway prior to commencement (to avoid being ask to repair damage by the Applicant whilst carrying out their works);*
4. *If any lane closure or obstruction of the highway is required for a crane or similar;*
5. *Protection against dust and debris blowing onto the public highway*
6. *Construction traffic parking locally avoiding nuisance to others;*
7. *If the Applicant's scope of work includes new apparatus in the highway, such as new mains services then a Section 50 licence will be required. Insurances and demonstration of competency to carry out works in the public highway will be required.*
8. *Lowering of kerbs or minor pavement alterations require Section 184 agreement. Insurances and demonstration of competency to carry out works in the public highway will be required.*
9. *A section 278 agreement works agreement is required for more significant alterations to the existing highway*
10. *Any temporary works affecting traffic lights, [pedestrian/cycle road crossings, or bus stops require pre-planning and permits;*
11. *For applications with a private driveway (either existing or proposed) connecting onto the public highway, the following conditions of approval apply:*

    - *No surface water from the applicants site should be allowed to drain onto the public highway,*
    - *The first 5m* minimum (for residential property) should be hard paved, avoiding gravel or loose chippings form spreading.*
    - *No gate should be built in a location where it would result in a car obstructing the highway whilst being unlocked, and it should not swing out and over a pavement or any other part of the highway.*

    **The hard paved length and set back if required is subject to the applicants proposed vehicular length*

The applicants should allow a minimum of 4 weeks' notice for any of the above standard requirements, and 6-8 weeks for lane closures & road closures (lead times may change without notice subject to workload and complexity). Any works involving Trunk roads should be coordinated separately and directly with the North & Mid Wales trunk Road Agency. For larger sites with a significant impact upon the highway, a Construction Traffic Management Plan will be required.