

Business Centre G.2 Waverley Court 4 East Market Street Edinburgh EH8 8BG Email: planning.support@edinburgh.gov.uk

Applications cannot be validated until all the necessary documentation has been submitted and the required fee has been paid.

Thank you for completing this application form:

ONLINE REFERENCE 100595851-001

The online reference is the unique reference for your online form only. The Planning Authority will allocate an Application Number when your form is validated. Please quote this reference if you need to contact the planning Authority about this application.

Applicant or Agent Details

Are you an applicant or an agent? * (An agent is an architect, consultant or someone else acting on behalf of the applicant in connection with this application)

Applicant Agent

Agent Details

Please enter Agent details

Company/Organisation:	Solutions 30		
Ref. Number:		You must enter a Building Name or Number, or both: *	
First Name: *	Callum	Building Name:	Centrum House
Last Name: *	McKenna	Building Number:	38
Telephone Number: *		Address 1 (Street): *	Queen Street
Extension Number:		Address 2:	
Mobile Number:		Town/City: *	Glasgow
Fax Number:		Country: *	United Kingdom
		Postcode: *	G1 3DX
Email Address: *	callum.mckenna@solutions30.com		

Is the applicant an individual or an organisation/corporate entity? *

Individual Organisation/Corporate entity

Applicant Details

Please enter Applicant details

Title:	<input type="text"/>	You must enter a Building Name or Number, or both: *	
Other Title:	<input type="text"/>	Building Name:	<input type="text"/>
First Name: *	<input type="text"/>	Building Number:	<input type="text" value="81"/>
Last Name: *	<input type="text"/>	Address 1 (Street): *	<input type="text" value="Newgate Street"/>
Company/Organisation	<input type="text" value="BT Telecommunications Plc"/>	Address 2:	<input type="text"/>
Telephone Number: *	<input type="text"/>	Town/City: *	<input type="text" value="London"/>
Extension Number:	<input type="text"/>	Country: *	<input type="text" value="United Kingdom"/>
Mobile Number:	<input type="text"/>	Postcode: *	<input type="text" value="EC1A 7AJ"/>
Fax Number:	<input type="text"/>		
Email Address: *	<input type="text" value="callum.mckenna@solutions30.com"/>		

Site Address Details

Planning Authority:	<input type="text" value="City of Edinburgh Council"/>
Full postal address of the site (including postcode where available):	
Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
Address 3:	<input type="text"/>
Address 4:	<input type="text"/>
Address 5:	<input type="text"/>
Town/City/Settlement:	<input type="text"/>
Post Code:	<input type="text"/>

Please identify/describe the location of the site or sites

<input type="text" value="Pavement o/s White Park, Gorgie Road, Edinburgh, EH11 1TZ"/>
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Northing	<input type="text" value="672330"/>	Easting	<input type="text" value="323144"/>
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Description of Proposal

Please provide a description of your proposal to which your review relates. The description should be the same as given in the application form, or as amended with the agreement of the planning authority: *
(Max 500 characters)

The removal of 2no existing kiosk phone boxes and the installation of 1no BT Street Hub.

Type of Application

What type of application did you submit to the planning authority? *

- Application for planning permission (including householder application but excluding application to work minerals).
- Application for planning permission in principle.
- Further application.
- Application for approval of matters specified in conditions.

What does your review relate to? *

- Refusal Notice.
- Grant of permission with Conditions imposed.
- No decision reached within the prescribed period (two months after validation date or any agreed extension) – deemed refusal.

Statement of reasons for seeking review

You must state in full, why you are seeking a review of the planning authority's decision (or failure to make a decision). Your statement must set out all matters you consider require to be taken into account in determining your review. If necessary this can be provided as a separate document in the 'Supporting Documents' section: * (Max 500 characters)

Note: you are unlikely to have a further opportunity to add to your statement of appeal at a later date, so it is essential that you produce all of the information you want the decision-maker to take into account.

You should not however raise any new matter which was not before the planning authority at the time it decided your application (or at the time expiry of the period of determination), unless you can demonstrate that the new matter could not have been raised before that time or that it not being raised before that time is a consequence of exceptional circumstances.

Reasons for Refusal - 1. The proposal does not comply with LDP policy Des 1 Design; 2. The proposal does not comply with LDP policy Des 5 Development Design; 3. The proposals are contrary to the non-statutory guidelines on Adverts and Sponsorship as - digital adverts are not supported on street furniture other than on bus shelters in appropriate locations.

Have you raised any matters which were not before the appointed officer at the time the Determination on your application was made? *

Yes No

If yes, you should explain in the box below, why you are raising the new matter, why it was not raised with the appointed officer before your application was determined and why you consider it should be considered in your review: * (Max 500 characters)

Please provide a list of all supporting documents, materials and evidence which you wish to submit with your notice of review and intend to rely on in support of your review. You can attach these documents electronically later in the process: * (Max 500 characters)

Completed Full Planning Consent Forms; Location Plan and Site Plan; Elevational Details of a Street Hub; Photomontage; Planning Design & Access Statement; Product Statement; Anti-Social Behaviour Statement FAQ's; BT Street Hub Brochure ICNIRP declaration of conformity Full Planning supporting cover letter.

Application Details

Please provide the application reference no. given to you by your planning authority for your previous application.

22/02521/FUL

What date was the application submitted to the planning authority? *

11/05/2022

What date was the decision issued by the planning authority? *

29/06/2022

Review Procedure

The Local Review Body will decide on the procedure to be used to determine your review and may at any time during the review process require that further information or representations be made to enable them to determine the review. Further information may be required by one or a combination of procedures, such as: written submissions; the holding of one or more hearing sessions and/or inspecting the land which is the subject of the review case.

Can this review continue to a conclusion, in your opinion, based on a review of the relevant information provided by yourself and other parties only, without any further procedures? For example, written submission, hearing session, site inspection. *

Yes No

In the event that the Local Review Body appointed to consider your application decides to inspect the site, in your opinion:

Can the site be clearly seen from a road or public land? *

Yes No

Is it possible for the site to be accessed safely and without barriers to entry? *

Yes No

Checklist – Application for Notice of Review

Please complete the following checklist to make sure you have provided all the necessary information in support of your appeal. Failure to submit all this information may result in your appeal being deemed invalid.

Have you provided the name and address of the applicant?. *

Yes No

Have you provided the date and reference number of the application which is the subject of this review? *

Yes No

If you are the agent, acting on behalf of the applicant, have you provided details of your name and address and indicated whether any notice or correspondence required in connection with the review should be sent to you or the applicant? *

Yes No N/A

Have you provided a statement setting out your reasons for requiring a review and by what procedure (or combination of procedures) you wish the review to be conducted? *

Yes No

Note: You must state, in full, why you are seeking a review on your application. Your statement must set out all matters you consider require to be taken into account in determining your review. You may not have a further opportunity to add to your statement of review at a later date. It is therefore essential that you submit with your notice of review, all necessary information and evidence that you rely on and wish the Local Review Body to consider as part of your review.

Please attach a copy of all documents, material and evidence which you intend to rely on (e.g. plans and Drawings) which are now the subject of this review *

Yes No

Note: Where the review relates to a further application e.g. renewal of planning permission or modification, variation or removal of a planning condition or where it relates to an application for approval of matters specified in conditions, it is advisable to provide the application reference number, approved plans and decision notice (if any) from the earlier consent.

Declare – Notice of Review

I/We the applicant/agent certify that this is an application for review on the grounds stated.

Declaration Name: Mr Callum McKenna

Declaration Date: 29/08/2022



CONFORMITY WITH ICNIRP PUBLIC EXPOSURE GUIDELINES (“ICNIRP”)

It is confirmed on behalf of BT Wholesale and Ventures that when deploying mobile radios units within a BT structure the proposed equipment and installation below at:

Site reference: EDN113

Address: Pavement o/s White Park, Edinburgh EH11 1TZ

Easting / Northing: 323145/672328

Shall be designed to be in full compliance with the requirements of the radio frequency (RF) public exposure guidelines of the International Commission on Non-Ionising Radiation Protection (ICNIRP), as expressed in EU Council recommendation of 12 July 1999* “on the limitation of exposure of the general public to electromagnetic fields (0 Hz to 300 GHz)” in all areas legitimately accessible to the public.

*Reference: 1999/519/EC

Date: 14/04/2022

Signed:

A black rectangular box redacting the signature of Christopher Sarkissian.

Name: Christopher Sarkissian

Position: Street Product & Proposition Manager

BT Wholesale
1 Knightrider Street
London
EC4V 5BT



ICNIRP Exclusion Zone

This information pack contains important Health and Safety information relevant to a radio cell station instance. Property Managers should make this pack available to their employees, external contractors and personnel who in the course of their work may come in close proximity to the base station antennas.

Contact Number

For all queries regarding the sites, a telephone line is given for interested parties to call.

Also before any work is conducted and to ensure safe working within the specified antenna exclusion zone, the free phone number should be called in order to turn off the cell.

The cell number, site name and location should be provided as shown on the signage at the site.

Emissions Compliance

BT build of the base stations locations, configuration and position of the antennas is done in such a manner that compliance limit distances (aka exclusion zones) cannot be breached without either illegally climbing onto structure or passing physical barriers.

The site will be designed to be compliant with the requirements of the radio frequency (RF) public and occupational exposure guidelines of the International Commission on Non-Ionising Radiation Protection (ICNIRP), as expressed in EU Council recommendation of 12 July 1999 "on the limitation of exposure of the general public to electromagnetic fields (0Hz to 300GHz)"¹.

The compliance takes into account the proposed radio frequency emissions of the equipment and any other operator equipment on this site.

ICNIRP Exposure Limitations

ICNIRP² is the International Commission on Non-Ionising Radiation Protection. ICNIRP is recognized by the World Health Organisation (WHO) and the International Labour Organisation as the international independent advisory body for non-ionising radiation protection.

The functions of the Commission are to investigate the hazards of non-Ionising Radiation (NIR), to develop international guidelines on NIR exposure limits and to deal with all aspects of NIR protection.

The guidelines were derived as a result of laboratory and epidemiological studies into the biological effects of electromagnetic fields (EMF). The ICNIRP public exposure guideline is in accordance with the precautionary approach outlined by the Stewart Report (IEGMP)³.

Basic restrictions for power density for frequencies between 10 and 300 GHz

Exposure	Power density (W/m ²)	
	2-300 GHz	0.4-2 GHz
Occupational	50	f/40
General public	10	f/200

1. where f is in MHz
2. Power densities are to be averaged over any 20 cm² of exposed area.

1. Official Journal of the European Communities, "Council Recommendation, of 12 July 1999, on the limitation of exposure of the general public to electromagnetic fields (0 Hz to 300 GHz)", 1999/519/EC. (Official Journal L 197 of 30 July 1999) (adopted by EU 2010)
2. The full report by the International Commission on Non-Ionising Radiation Protection can be found in its entirety at the following internet web address: <http://www.icnirp.de/>
3. The Stewart Report entitled "Mobile Phones and Health" was created by the Independent Expert Group on Mobile Phones. It can be found in its entirety at the following internet web address: <http://www.iegmp.org.uk/>
4. "Guidelines on Limiting Exposure to Non-Ionizing Radiation", by. R. Matthes, J.H. Bernhardt, A.F. McKinlay (eds.) International Commission on Non-Ionizing Radiation Protection 1999, ISBN 3-9804789-6-3.



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Thank you for completing this application form:

ONLINE REFERENCE 100554785-001

The online reference is the unique reference for your online form only. The Planning Authority will allocate an Application Number when your form is validated. Please quote this reference if you need to contact the planning Authority about this application.

Type of Application

What is this application for? Please select one of the following: *

- Application for planning permission (including changes of use and surface mineral working).
- Application for planning permission in principle.
- Further application, (including renewal of planning permission, modification, variation or removal of a planning condition etc)
- Application for Approval of Matters specified in conditions.

Description of Proposal

Please describe the proposal including any change of use: * (Max 500 characters)

The removal of 2no. phone kiosks with the installation of 1no. BT Street Hub unit.

Is this a temporary permission? *

Yes No

If a change of use is to be included in the proposal has it already taken place?
(Answer 'No' if there is no change of use.) *

Yes No

Has the work already been started and/or completed? *

No Yes – Started Yes - Completed

Applicant or Agent Details

Are you an applicant or an agent? * (An agent is an architect, consultant or someone else acting on behalf of the applicant in connection with this application)

Applicant Agent

Agent Details

Please enter Agent details

Company/Organisation:	Solutions 30		
Ref. Number:		You must enter a Building Name or Number, or both: *	
First Name: *	Callum	Building Name:	Centrum House
Last Name: *	McKenna	Building Number:	38
Telephone Number: *	07745734061	Address 1 (Street): *	Queen Street
Extension Number:		Address 2:	Queen Street
Mobile Number:		Town/City: *	Glasgow
Fax Number:		Country: *	United Kingdom
		Postcode: *	G1 3DX
Email Address: *	callum.mckenna@solutions30.com		

Is the applicant an individual or an organisation/corporate entity? *

Individual Organisation/Corporate entity

Applicant Details

Please enter Applicant details

Title:	Other	You must enter a Building Name or Number, or both: *	
Other Title:		Building Name:	BT Headquarters
First Name: *		Building Number:	81
Last Name: *		Address 1 (Street): *	81 Newgate Street
Company/Organisation	British Telecommunications Plc	Address 2:	81 Newgate Street
Telephone Number: *		Town/City: *	London
Extension Number:		Country: *	United Kingdom
Mobile Number:		Postcode: *	EC1A 7AJ
Fax Number:			
Email Address: *	[REDACTED]		

Site Address Details

Planning Authority:

City of Edinburgh Council

Full postal address of the site (including postcode where available):

Address 1:

Address 2:

Address 3:

Address 4:

Address 5:

Town/City/Settlement:

Post Code:

Please identify/describe the location of the site or sites

Pavement o/s White Park, Edinburgh EH11 1TZ

Northing

672328

Easting

323145

Pre-Application Discussion

Have you discussed your proposal with the planning authority? *

Yes No

Pre-Application Discussion Details Cont.

In what format was the feedback given? *

Meeting Telephone Letter Email

Please provide a description of the feedback you were given and the name of the officer who provided this feedback. If a processing agreement [note 1] is currently in place or if you are currently discussing a processing agreement with the planning authority, please provide details of this. (This will help the authority to deal with this application more efficiently.) * (max 500 characters)

Pre-application advice was given stating that the batch of street hub sites would be an incongruous addition to the World Heritage Site designation in Edinburgh. From this advice, a batch of sites were chosen as alternatives which were less sensitive, avoiding the World Heritage Site. The planning authority was contacted for comments on the new sites. The comments were that the street hubs would likely appear incongruous on the street scene however, the formal planning process may outweigh this

Title:

Mr

Other title:

First Name:

Alan

Last Name:

Moonie

Correspondence Reference Number:

Date (dd/mm/yyyy):

13/02/2022

Note 1. A Processing agreement involves setting out the key stages involved in determining a planning application, identifying what information is required and from whom and setting timescales for the delivery of various stages of the process.

Site Area

Please state the site area:

0.42

Please state the measurement type used:

Hectares (ha)

Square Metres (sq.m)

Existing Use

Please describe the current or most recent use: * (Max 500 characters)

Pavement hosting 1no. phone kiosk.

Access and Parking

Are you proposing a new altered vehicle access to or from a public road? *

Yes

No

If Yes please describe and show on your drawings the position of any existing, Altered or new access points, highlighting the changes you propose to make. You should also show existing footpaths and note if there will be any impact on these.

Are you proposing any change to public paths, public rights of way or affecting any public right of access? *

Yes

No

If Yes please show on your drawings the position of any affected areas highlighting the changes you propose to make, including arrangements for continuing or alternative public access.

How many vehicle parking spaces (garaging and open parking) currently exist on the application Site?

0

How many vehicle parking spaces (garaging and open parking) do you propose on the site (i.e. the Total of existing and any new spaces or a reduced number of spaces)? *

0

Please show on your drawings the position of existing and proposed parking spaces and identify if these are for the use of particular types of vehicles (e.g. parking for disabled people, coaches, HGV vehicles, cycles spaces).

Water Supply and Drainage Arrangements

Will your proposal require new or altered water supply or drainage arrangements? *

Yes

No

Do your proposals make provision for sustainable drainage of surface water?? * (e.g. SUDS arrangements) *

Yes

No

Note:-

Please include details of SUDS arrangements on your plans

Selecting 'No' to the above question means that you could be in breach of Environmental legislation.

Are you proposing to connect to the public water supply network? *

Yes

No, using a private water supply

No connection required

If No, using a private water supply, please show on plans the supply and all works needed to provide it (on or off site).

Assessment of Flood Risk

Is the site within an area of known risk of flooding? *

Yes No Don't Know

If the site is within an area of known risk of flooding you may need to submit a Flood Risk Assessment before your application can be determined. You may wish to contact your Planning Authority or SEPA for advice on what information may be required.

Do you think your proposal may increase the flood risk elsewhere? *

Yes No Don't Know

Trees

Are there any trees on or adjacent to the application site? *

Yes No

If Yes, please mark on your drawings any trees, known protected trees and their canopy spread close to the proposal site and indicate if any are to be cut back or felled.

Waste Storage and Collection

Do the plans incorporate areas to store and aid the collection of waste (including recycling)? *

Yes No

If Yes or No, please provide further details: * (Max 500 characters)

Services already exist.

Residential Units Including Conversion

Does your proposal include new or additional houses and/or flats? *

Yes No

All Types of Non Housing Development – Proposed New Floorspace

Does your proposal alter or create non-residential floorspace? *

Yes No

Schedule 3 Development

Does the proposal involve a form of development listed in Schedule 3 of the Town and Country Planning (Development Management Procedure (Scotland) Regulations 2013) *

Yes No Don't Know

If yes, your proposal will additionally have to be advertised in a newspaper circulating in the area of the development. Your planning authority will do this on your behalf but will charge you a fee. Please check the planning authority's website for advice on the additional fee and add this to your planning fee.

If you are unsure whether your proposal involves a form of development listed in Schedule 3, please check the Help Text and Guidance notes before contacting your planning authority.

Planning Service Employee/Elected Member Interest

Is the applicant, or the applicant's spouse/partner, either a member of staff within the planning service or an elected member of the planning authority? *

Yes No

Certificates and Notices

CERTIFICATE AND NOTICE UNDER REGULATION 15 – TOWN AND COUNTRY PLANNING (DEVELOPMENT MANAGEMENT PROCEDURE) (SCOTLAND) REGULATION 2013

One Certificate must be completed and submitted along with the application form. This is most usually Certificate A, Form 1, Certificate B, Certificate C or Certificate E.

Are you/the applicant the sole owner of ALL the land? *

Yes No

Is any of the land part of an agricultural holding? *

Yes No

Are you able to identify and give appropriate notice to ALL the other owners? *

Yes No

Certificate Required

The following Land Ownership Certificate is required to complete this section of the proposal:

Certificate B

Land Ownership Certificate

Certificate and Notice under Regulation 15 of the Town and Country Planning (Development Management Procedure) (Scotland) Regulations 2013

I hereby certify that

(1) - No person other than myself/the applicant was an owner [Note 4] of any part of the land to which the application relates at the beginning of the period of 21 days ending with the date of the accompanying application;

or –

(1) - I have/The Applicant has served notice on every person other than myself/the applicant who, at the beginning of the period of 21 days ending with the date of the accompanying application was owner [Note 4] of any part of the land to which the application relates.

Name:

Highways Highways Highways

Address:

Edinburgh City CouncilEdinburgh City Council, 4, 4E Market Street, Edinburgh, United Kingdom, EH8 8BG

Date of Service of Notice: *

14/04/2022

(2) - None of the land to which the application relates constitutes or forms part of an agricultural holding;

or –

(2) - The land or part of the land to which the application relates constitutes or forms part of an agricultural holding and I have/the applicant has served notice on every person other than myself/himself who, at the beginning of the period of 21 days ending with the date of the accompanying application was an agricultural tenant. These persons are:

Name:

Address:

Date of Service of Notice: *

Signed: Callum McKenna

On behalf of: British Telecommunications Plc

Date: 14/04/2022

Please tick here to certify this Certificate. *

Checklist – Application for Planning Permission

Town and Country Planning (Scotland) Act 1997

The Town and Country Planning (Development Management Procedure) (Scotland) Regulations 2013

Please take a few moments to complete the following checklist in order to ensure that you have provided all the necessary information in support of your application. Failure to submit sufficient information with your application may result in your application being deemed invalid. The planning authority will not start processing your application until it is valid.

a) If this is a further application where there is a variation of conditions attached to a previous consent, have you provided a statement to that effect? *

Yes No Not applicable to this application

b) If this is an application for planning permission or planning permission in principle where there is a crown interest in the land, have you provided a statement to that effect? *

Yes No Not applicable to this application

c) If this is an application for planning permission, planning permission in principle or a further application and the application is for development belonging to the categories of national or major development (other than one under Section 42 of the planning Act), have you provided a Pre-Application Consultation Report? *

Yes No Not applicable to this application

Town and Country Planning (Scotland) Act 1997

The Town and Country Planning (Development Management Procedure) (Scotland) Regulations 2013

d) If this is an application for planning permission and the application relates to development belonging to the categories of national or major developments and you do not benefit from exemption under Regulation 13 of The Town and Country Planning (Development Management Procedure) (Scotland) Regulations 2013, have you provided a Design and Access Statement? *

Yes No Not applicable to this application

e) If this is an application for planning permission and relates to development belonging to the category of local developments (subject to regulation 13. (2) and (3) of the Development Management Procedure (Scotland) Regulations 2013) have you provided a Design Statement? *

Yes No Not applicable to this application

f) If your application relates to installation of an antenna to be employed in an electronic communication network, have you provided an ICNIRP Declaration? *

Yes No Not applicable to this application

g) If this is an application for planning permission, planning permission in principle, an application for approval of matters specified in conditions or an application for mineral development, have you provided any other plans or drawings as necessary:

Site Layout Plan or Block plan.

Elevations.

Floor plans.

Cross sections.

Roof plan.

Master Plan/Framework Plan.

Landscape plan.

Photographs and/or photomontages.

Other.

If Other, please specify: * (Max 500 characters)

Provide copies of the following documents if applicable:

A copy of an Environmental Statement. * Yes N/A

A Design Statement or Design and Access Statement. * Yes N/A

A Flood Risk Assessment. * Yes N/A

A Drainage Impact Assessment (including proposals for Sustainable Drainage Systems). * Yes N/A

Drainage/SUDS layout. * Yes N/A

A Transport Assessment or Travel Plan Yes N/A

Contaminated Land Assessment. * Yes N/A

Habitat Survey. * Yes N/A

A Processing Agreement. * Yes N/A

Other Statements (please specify). (Max 500 characters)

Declare – For Application to Planning Authority

I, the applicant/agent certify that this is an application to the planning authority as described in this form. The accompanying Plans/drawings and additional information are provided as a part of this application.

Declaration Name: Mr Callum McKenna

Declaration Date: 14/04/2022

Payment Details

Online payment: 6522601324056164104027;

Payment date: 11/05/2022 10:08:00

Created: 11/05/2022 10:08

Planning Pre-Application Advice

Service: Advice Letter

STATUS OF PRE-APPLICATION ADVICE

Any advice provided under this service is given on behalf of the Council as Planning Authority, based on the information provided, and the planning policies and other site constraints relevant at the time of writing. This advice does not prejudice any subsequent decision which will be based upon all material considerations, including views of all stakeholders, including the public.

For the purposes of requests for information made under the Environmental Information Regulations, advice given will be treated as commercially sensitive (and its release contested) until such time as an application has been determined.

This advice should be read in its totality and in conjunction with the relevant legislation and planning policies and guidance, including the Local Development Plan, Statutory Guidance, non-statutory guidance, site specific briefs etc. The Council documents can be accessed on the Council website.

1. Site

The sites are public pavements in 11 locations within the New Town Conservation Area, including three on George Street and others within the linking streets between Princes Street and George Street. As the pre-application has been submitted as a single request, but for multiple sites, the advice contained in this response is a general assessment of the principle of the development, rather than a site specific assessment of each location.

2. Proposed development

The provision of 11 tablet interface street hubs, including illuminated advertisements on two faces. The hubs would be approximately 1.2m wide and 3m in height.

3. key issues and overall advice.

- Key issues:
 - Impact on character and appearance of the New Town Conservation Area and the Edinburgh World Heritage Site
 - Impact on public safety

4. Development Plan policies

4.1. Edinburgh Local Development Plan policies

The sites are located within the city centre, which is within the New Town Conservation Area and the Edinburgh World Heritage Site. The key considerations against which the eventual application will be assessed are:

- a) **Whether the proposed works would have an adverse effect on the character and appearance of the New Town Conservation Area and the Edinburgh World Heritage Site.**
- b) **Whether the proposals would have an adverse effect on public safety.**

The following policies are relevant:

Des 1 Design Quality and Context
 Env 1 World Heritage Sites
 Env 3 Listed Buildings - Settings
 Env 6 Conservation Areas – Development

Edinburgh Planning Guidance

Outdoor Advertising and Sponsorship
 Listed Buildings and Conservation Areas
 Street Design Guidance

New Town Conservation area and Edinburgh World Heritage Site

The proposed hubs would be located in prominent locations, mainly within the First New Town. Relevant local development plan policies seek to prevent development that would erode or damage the character or the appearance of the surrounding area.

Policy Des 1 aims to ensure development that will create or contribute towards a sense of place, whilst Policy Env 1 establishes that development should respect and protect the outstanding universal value, including viewpoints identified in key views studies, and prominent landscape features.

Policy Env 3 states that development will only be permitted if it is not detrimental to the architectural character of a listed building or its setting. Policy Env 6 aims to preserve or enhance the special character or appearance of a conservation area and demonstrates high standards of design, utilising materials appropriate to the historic environment.

These policies are supplemented by non-statutory guidance that seek to provide more detailed information in respect of relevant development. The guidance on outdoor advertising refers to locations where small format outdoor advertising displays or adverts upon street furniture are not appropriate. These include areas of exceptional architectural or historic importance, such as George Street and the Royal Mile and within certain parts of the World Heritage Site where the streets are of exceptional architectural and/or historic interest or where advertising would adversely affect important views and vistas or the setting of designed landscapes or listed buildings.

In these areas, advertising displays would compete visually with the appreciation of the historic townscape character in which its historic buildings, monuments and open spaces of national importance have been carefully planned to provide outstanding vistas.

The Outstanding Universal Value of the Old and New Towns of Edinburgh World Heritage Site is defined as the remarkable juxtaposition of two clearly articulated urban planning phenomena: the contrast between the organic medieval Old Town and the planned Georgian New Town which provides a clarity of urban structure unrivalled in Europe.

The Old and New Towns of Edinburgh World Heritage Site Management Plan ('the Plan') refers specifically to major axes such as George Street, which are addressed by formal set piece architecture. Recognition is given to the extensive collection of statues and monuments which make a significant contribution to the richness and diversity of the townscape and provide a focus and punctuation points for many views. In addition, the Plan notes that the relationship of stone buildings, pavements and setted streets provides a disciplined unity and cohesion.

The Council's Street Design Guidance also reinforces the need to protect the special characteristics of streets such as George Street. It seeks a high standard of coordinated place management and street design interventions which will enhance the special character of these streets.

The proposed hubs would detract from these views particularly at street level and would interrupt the linearity of these views and would therefore harm the Outstanding Universal Value of the World Heritage Site, contrary to Edinburgh Local Development Plan (LDP) Policy Env 1.

The proposed structures would also have a detrimental impact on the visual relationship of stone buildings, certain monuments and the spaces between buildings due to their visual prominence.

They would disrupt the appreciation and the setting of nearby listed buildings and would form an uncharacteristic and visually disruptive addition to the streetscape. They would be contrary to LDP Policies Des 1, Env 3 and Env 6.

Public Safety

Given the number of sites that have been selected, it has not been possible to undertake an assessment of each location to determine whether the structures would have an effect on public safety. However, the illuminated advertisements could cause a distraction to drivers in certain locations and each proposal would have to be carefully considered to ensure they would not visually compete with traffic signals, to the detriment of public safety. It is unlikely that the structures would impinge on pavement flows to an unacceptable degree.

5. Developer contributions

This proposal would not generate developer contributions

6. Any other environmental factors that require consideration

Should the proposal come forward as applications, the applicant should submit the following:

- the historical context of the wider area, in particular buildings and areas of architectural and historic interest (listed buildings, conservation areas, world heritage site);
- the potential impact on local movement patterns;
- a local character appraisal of the immediate context (including for instance local topography, urban grain, scale and height, streetscape;
- scope for removing competing/unnecessary visual clutter.

7. Expiration date

This advice is provided based on current legislation, policy, guidance and material considerations.

This advice has been provided based on an analysis by the case officer and signed off by a Planning team manager.

Name of Team manager – Alan Moonie

Date – 22.9.2021

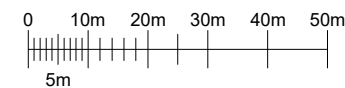
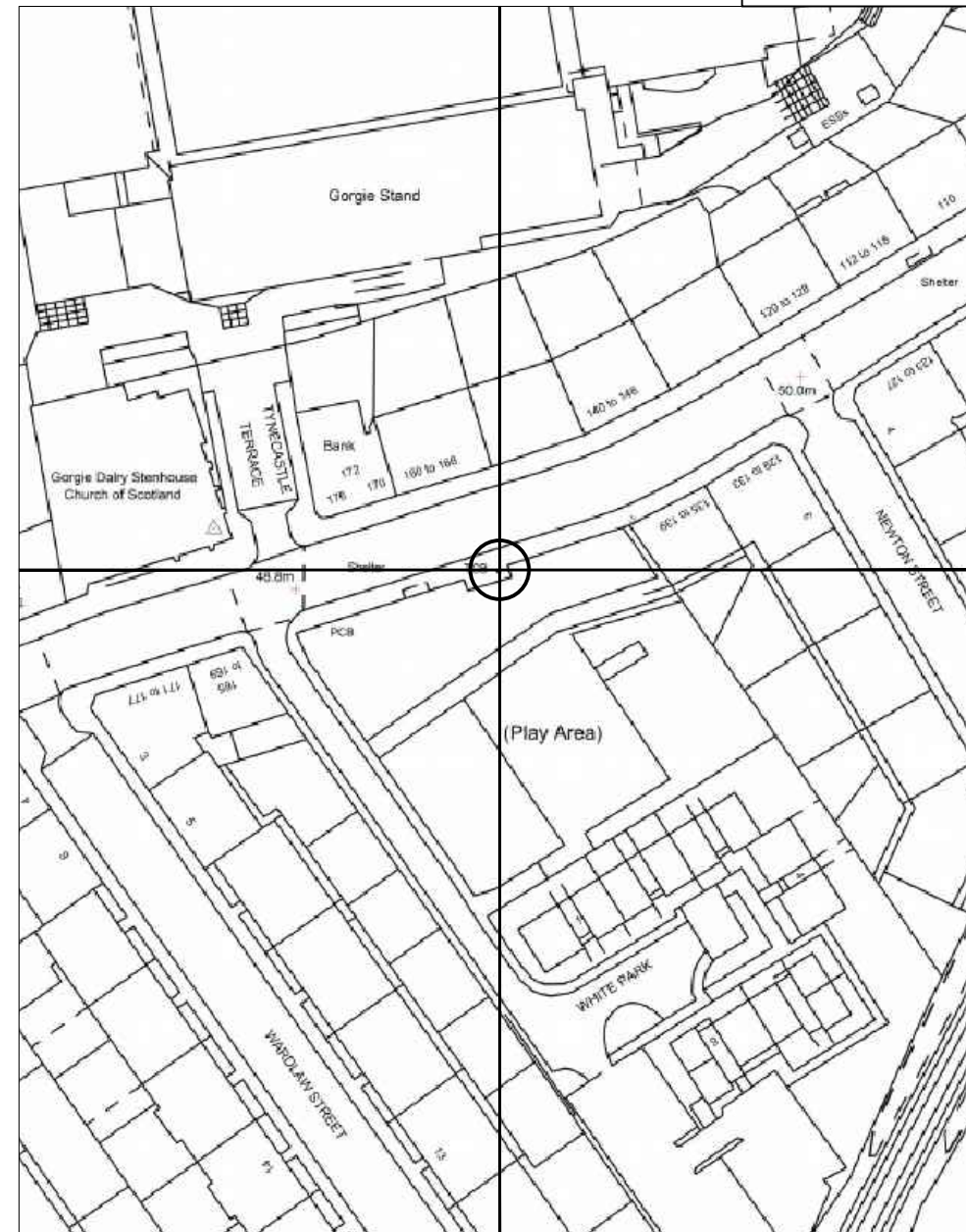
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SITE LOCATION
SCALE 1:50000

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Rev	Date	Description	Drawn	Chkd
A	06.04.22	New BT Streethub Structure	MD	JE

Solutions30
Solutions for New Technologies



Drg Status
PLANNING

Cell No. & Name

EDN113

Site Name & Address

Pavement o/s White Park,
Edinburgh EH11 1TZ

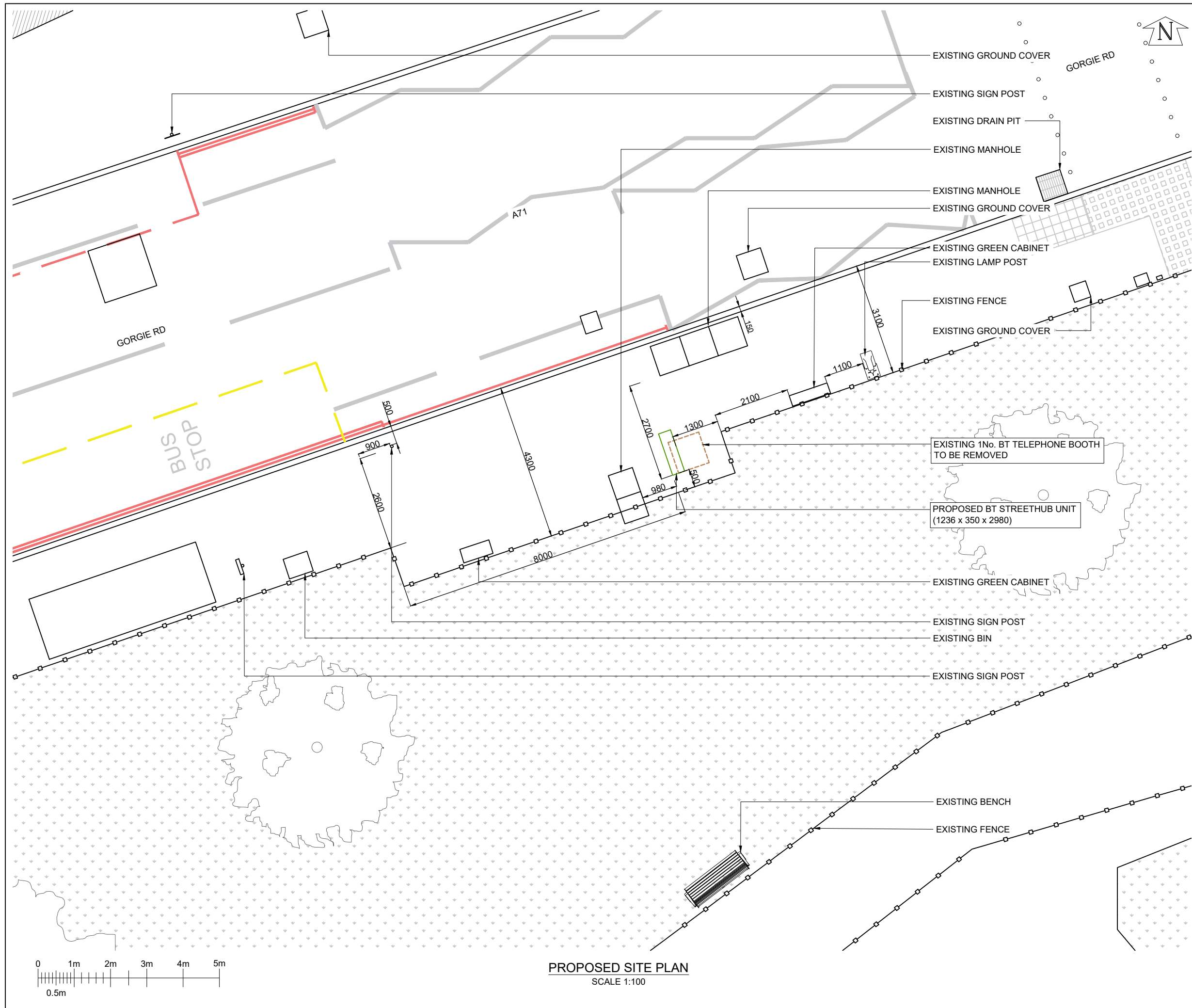
Drawing Title

SITE LOCATION MAPS

Scale As Shown Date 06.04.2022

Drawn By MD Checked By JE

Drawing Number 001 Revision A



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Rev	Date	Description	Drawn	Chkd
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Solutions30
 Solutions for New Technologies



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Cell No. & Name
 EDN113

Site Name & Address
 Pavement o/s White Park,
 Edinburgh EH11 1TZ

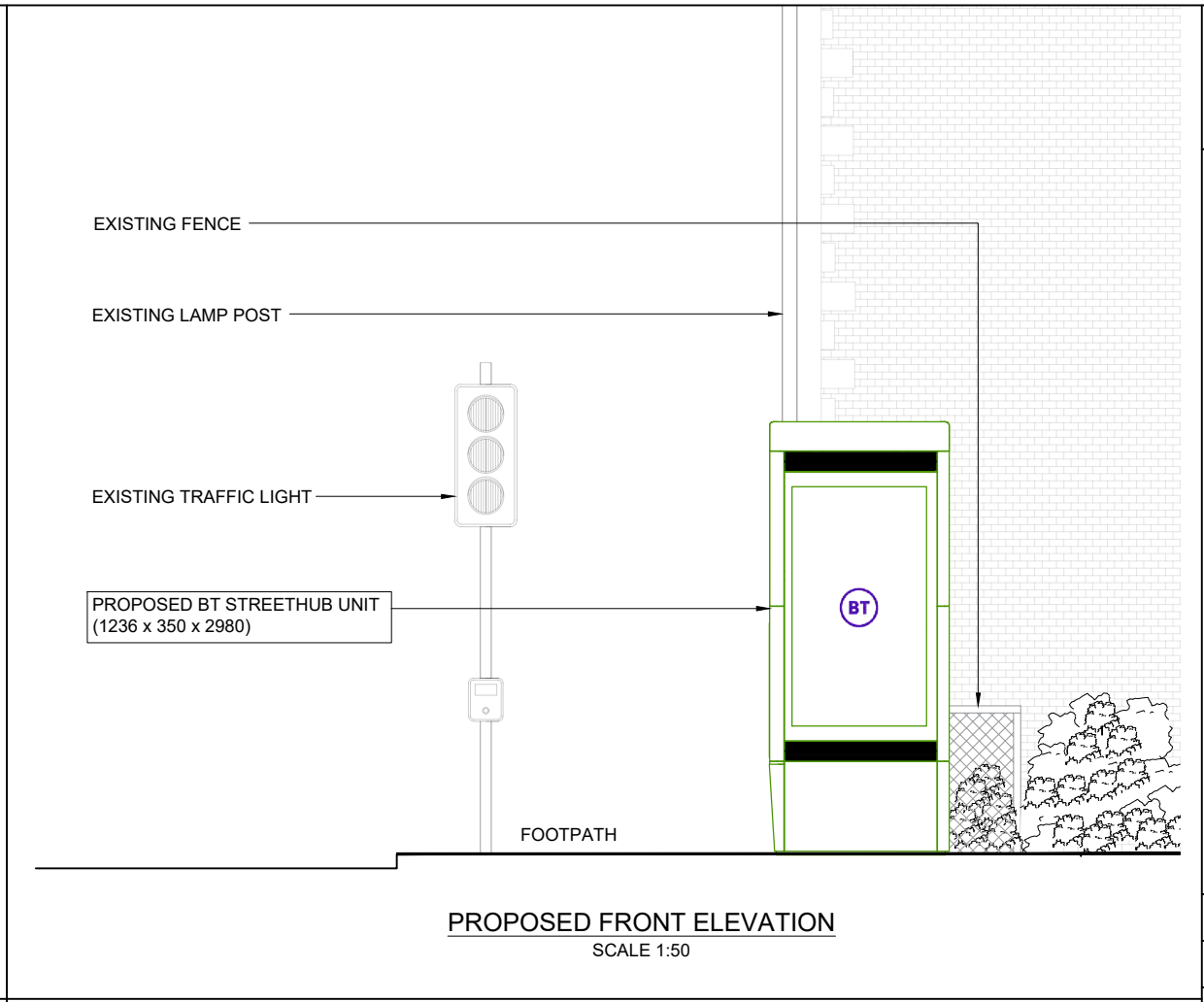
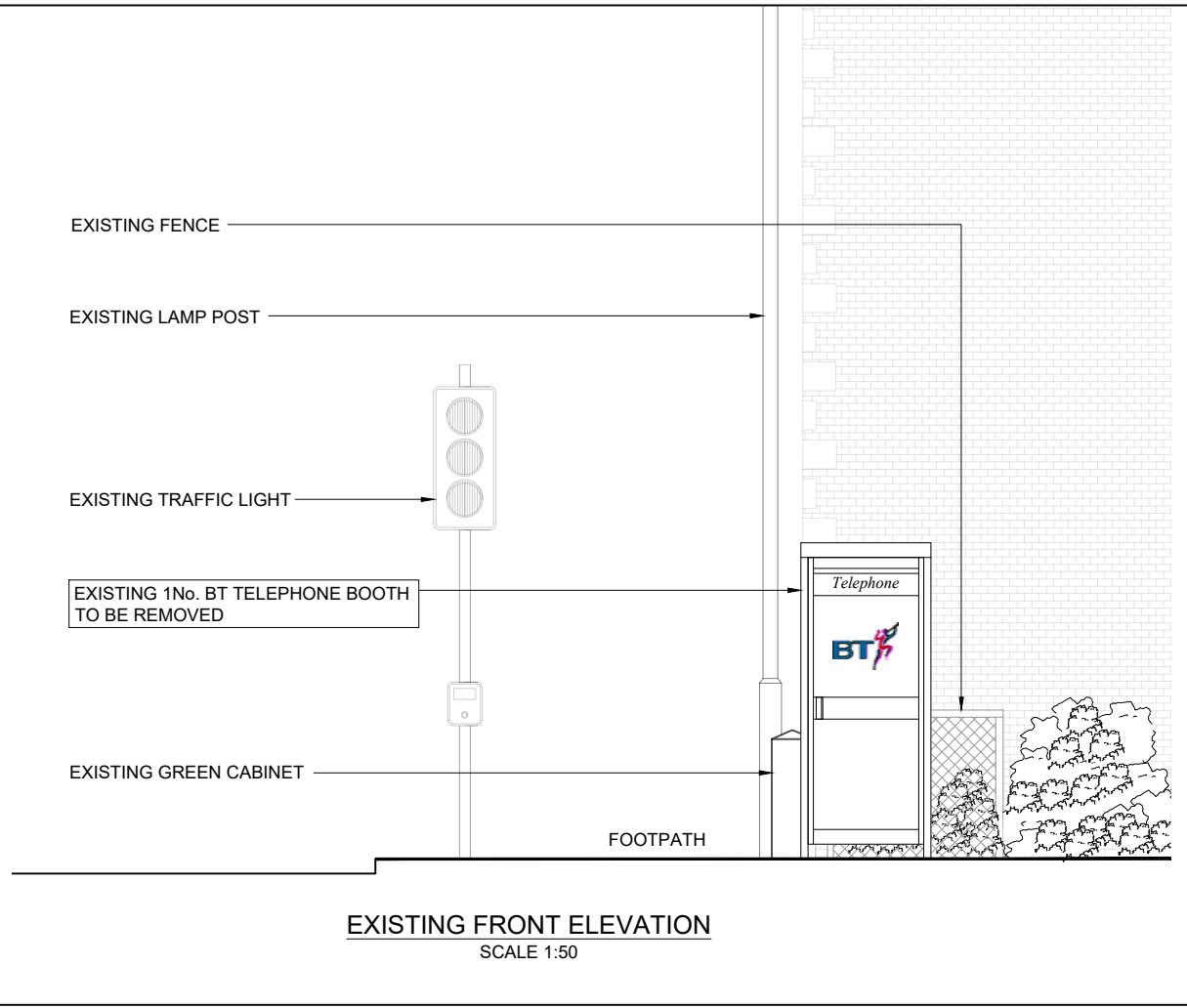
Drawing Title
PROPOSED SITE PLAN

Scale 1:100 Date 06.04.2022

Drawn By MD Checked By JE

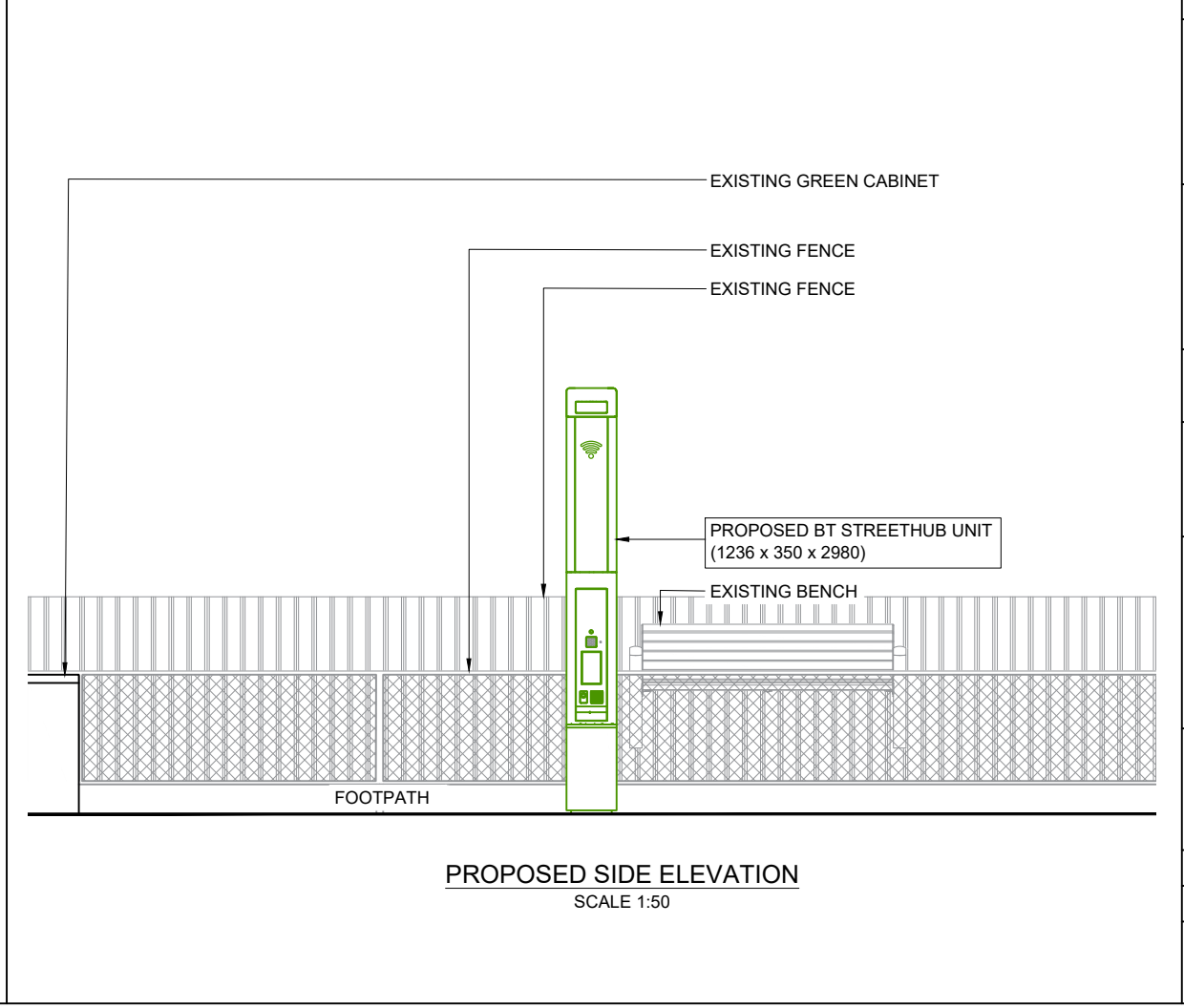
Drawing Number 002 Revision A

PROPOSED SITE PLAN
 SCALE 1:100



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Rev	Date	Description	Drawn	Chkd
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Site Name & Address
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Drawing Title
EXISTING AND PROPOSED ELEVATIONS

Scale	1:50	Date	06.04.2022
Drawn By	MD	Checked By	JE

Drawing Number	003	Revision	A
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Solutions 30.
FAO: Callum McKenna
Centrum House
38 Queen Street
Queen Street
Glasgow
G1 3DX

British Telecommunications Plc.
BT Headquarters
81 Newgate Street
London
EC1A 7AJ

Decision date: 29 June 2022

TOWN AND COUNTRY PLANNING (SCOTLAND) ACTS
DEVELOPMENT MANAGEMENT PROCEDURE (SCOTLAND) REGULATIONS 2013

The removal of 2 No. phone kiosks with the installation of 1 No. BT Street Hub unit.
At Proposed Telecoms Apparatus 32 Metres West Of 139 Gorgie Road Gorgie
Edinburgh

Application No: 22/02521/FUL

DECISION NOTICE

With reference to your application for Planning Permission registered on 11 May 2022, this has been decided by **Local Delegated Decision**. The Council in exercise of its powers under the Town and Country Planning (Scotland) Acts and regulations, now determines the application as **Refused** in accordance with the particulars given in the application.

Any condition(s) attached to this consent, with reasons for imposing them, or reasons for refusal, are shown below;

Conditions:-

1. The proposal does not comply with LDP policy Des 1 Design - Quality and Context as it is likely to have a high impact in visual terms to the detriment of the area.
2. The proposal does not comply with LDP policy Des 5 Development Design - Amenity as it is likely to adversely impact on the amenity of the surrounding area.
3. The proposals are contrary to the non-statutory guidelines on Adverts and Sponsorship as - digital adverts are not supported on street furniture other than on bus shelters in appropriate locations.

Please see the guidance notes on our [decision page](#) for further information, including how to appeal or review your decision.

Drawings 01-03, represent the determined scheme. Full details of the application can be found on the [Planning and Building Standards Online Services](#)

The reason why the Council made this decision is as follows:

This determination does not carry with it any necessary consent or approval for the proposed development under other statutory enactments.

Should you have a specific enquiry regarding this decision please contact Adam Cairns directly at adam.cairns@edinburgh.gov.uk.

A handwritten signature in black ink, appearing to read 'A. Cairns', followed by a long horizontal line extending to the right.

Chief Planning Officer
PLACE
The City of Edinburgh Council

NOTES

1. If the applicant is aggrieved by the decision to refuse permission for or approval required by a condition in respect of the proposed development, or to grant permission or approval subject to conditions, the applicant may require the planning authority to review the case under section 43A of the Town and Country Planning (Scotland) Act 1997 within three months beginning with the date of this notice. The Notice of Review can be made online at www.eplanning.scot or forms can be downloaded from that website. Paper forms should be addressed to the City of Edinburgh Planning Local Review Body, G.2, Waverley Court, 4 East Market Street, Edinburgh, EH8 8BG. For enquiries about the Local Review Body, please email localreviewbody@edinburgh.gov.uk.

2. If permission to develop land is refused or granted subject to conditions and the owner of the land claims that the land has become incapable of reasonably beneficial use in its existing state and cannot be rendered capable of reasonably beneficial use by carrying out of any development which has been or would be permitted, the owner of the land may serve on the planning authority a purchase notice requiring the purchase of the owner of the land's interest in the land accordance with Part 5 of the Town and Country Planning (Scotland) Act 1997.

Report of Handling

Application for Planning Permission

Proposed Telecoms Apparatus 32 Metres West Of 139, Gorgie Road, Gorgie

Proposal: The removal of 2 No. phone kiosks with the installation of 1 No. BT Street Hub unit.

Item – Local Delegated Decision

Application Number – 22/02521/FUL

Ward – B07 - Sighthill/Gorgie

Recommendation

It is recommended that this application be **Refused** subject to the details below.

Summary

The proposal will have a detrimental impact on the amenity of the location. The proposal does not accord with LDP Design policies Des 1 and Des 5 & the council's Guidance on Advertisements, Sponsorship and City Dressing.

SECTION A – Application Background

Site Description

The application site is located on a paved area along Gorgie Road directly opposite White Park. The area is predominantly residential in nature with commercial premises located in the vicinity. A phone box is currently in situ at this location.

Description Of The Proposal

The application is for the erection of a double-sided digital advertising display unit with rotating content . The advert will be housed within a BT "InLink" unit.

The intensity of the illumination of digital signs will not exceed 600 candelas per square metre between dusk and dawn the signs will not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements). The minimum display time for each advertisement will be 10 seconds. The InLink unit comprises a 2.9m high by 1.23m wide by 0.35m deep structure with an integral telecommunications interface on the side elevation. The main

casing is in cast grey-coloured powder-coated aluminium with black coloured sections around and above the interface and digital display areas.

The key features of the telecommunications interface are as follows:

- free ultrafast Wi-Fi;
- touchscreen tablets to access council services, BT's phone book, maps and directions;
- an accessible design, including hearing induction loops, braille embossed and TalkBack functionality;
- integrated lighting and "privacy wings";
- 100% renewable energy powered.

Supporting Information

The following documents have been submitted in support of the application and are available to view on the Planning and Building Standards Online Services:

- Design and Access Statement; and
- Street Hub Product Statement; and
- Noise Management Plan; and
- ICNIRP; and
- Antisocial Behaviour Management Plan.

Relevant Site History

22/02520/ADV
Proposed Telecoms Apparatus 32 Metres West Of 139
Gorgie Road
Gorgie
Edinburgh

LED digital displays, one on either side of the street hub unit.

Other Relevant Site History

Consultation Engagement

SAUNDERS S

Publicity and Public Engagement

Date of Neighbour Notification: 23 May 2022
Date of Advertisement: Not Applicable
Date of Site Notice: Not Applicable
Number of Contributors: 87

Section B - Assessment

Determining Issues

This report will consider the proposed development under Sections 25 and 37 of the Town and Country Planning (Scotland) Act 1997 (the 1997 Act):

Do the proposals comply with the development plan?

If the proposals do comply with the development plan, are there any compelling material considerations for not approving them?

If the proposals do not comply with the development plan, are there any compelling material considerations for approving them?

In the assessment of material considerations this report will consider:

- the Scottish Planning Policy presumption in favour of sustainable development, which is a significant material consideration due to the development plan being over 5 years old;
- equalities and human rights;
- public representations; and
- any other identified material considerations.

Assessment

To address these determining issues, it needs to be considered whether:

c) The proposals comply with the development plan?

The development plan comprises the Strategic and Local Development Plans. The relevant Edinburgh Local Development Plan 2016 (LDP) policies to be considered are:

- LDP Design policy Des 1 (Design Quality and Context) and Des 5 (Development Design - Amenity)
- LDP Transport policy Tra 9 (Cycle and Footpath Network)

Principle

The Council's Guidance on Advertisements, Sponsorship and City Dressing states that advertisements are, by their nature, designed to create a high impact in visual terms, which may be inappropriate in sensitive environments. Careful control is therefore required to ensure that advertising is not detrimental to the amenity of these locations.

The Guidance states that advertising will not be supported on items of street furniture other than bus shelters and not on those in visually sensitive locations including certain parts of the World Heritage Site where the streets are of primary historic importance or where advertising would disturb important views or the setting of individual listed buildings. The Guidance also states a presumption against freestanding digital advertising unless exceptional circumstances justify otherwise.

Amenity

The double-sided digital advertising panel will stand at 2.98m with a width of 1.23m. Due to its width, height and illuminated digital nature, the advert constitutes an unacceptable intrusion into the streetscape, which would result in advertisement clutter to the detriment of visual amenity.

The proposal would impact upon visual amenity, affecting immediate outlook, contrary to design policy Des 1 and Des 5 of the Edinburgh Local Development Plan.

Transport

Transport has raised no objection to the proposal, an adequate area of footpath will be retained. The proposal does comply with transport policy Tra 9 of the Edinburgh Local Development Plan.

Conclusion in relation to the Development Plan

The proposals do not comply with the relevant policies of the LDP.

c) There are any other material considerations which must be addressed?

The following material planning considerations have been identified:

SPP - Sustainable development

Scottish Planning Policy (SPP) is a significant material consideration due to the LDP being over 5 years old. Paragraph 28 of SPP gives a presumption in favour of development which contributes to sustainable development. Paragraph 29 outlines the thirteen principles which should guide the assessment of sustainable development.

The proposal does not comply with Paragraph 29 of SPP.

Emerging policy context

The Draft National Planning Framework 4 is being consulted on at present and has not been adopted. As such, little weight can be attached to it as a material consideration in the determination of this application.

While City Plan 2030 represents the settled will of the Council, it has not yet been submitted to Scottish Ministers for examination. As such, little weight can be attached to it as a material consideration in the determination of this application.

Equalities and human rights

Due regard has been given to section 149 of the Equalities Act 2010. No impacts have been identified.

Consideration has been given to human rights. No impacts have been identified through the assessment and no comments have been received in relation to human rights.

Public representations

Eighty-seven letters of representation have been received. Eighty-five representations were in objection, one representation was in support and one representation neither objected or supported the proposals.

A summary of the material representations is provided below:

- Impact on visual amenity; assessed in section c) amenity.
- Impact on pedestrian flow; assessed in section c) transport.

Conclusion in relation to identified material considerations

The material considerations identified have been addressed within the sections above.

Overall conclusion

The proposal will have a detrimental impact on the amenity of the location. The proposal does not accord with LDP Design policies Des 1 and Des 5 & the council's Guidance on Advertisements, Sponsorship and City Dressing.

Section C - Conditions/Reasons/Informatives

The recommendation is subject to the following;

Reasons

1. The proposal does not comply with LDP policy Des 1 Design - Quality and Context as it is likely to have a high impact in visual terms to the detriment of the area.
2. The proposal does not comply with LDP policy Des 5 Development Design - Amenity as it is likely to adversely impact on the amenity of the surrounding area.
3. The proposals are contrary to the non-statutory guidelines on Adverts and Sponsorship as - digital adverts are not supported on street furniture other than on bus shelters in appropriate locations.

Background Reading/External References

To view details of the application go to the [Planning Portal](#)

Further Information - [Local Development Plan](#)

Date Registered: 11 May 2022

Drawing Numbers/Scheme

01-03

Scheme 1

David Givan
Chief Planning Officer
PLACE
The City of Edinburgh Council

Contact: Adam Cairns, Planning Officer
E-mail: adam.cairns@edinburgh.gov.uk

Appendix 1

Consultations

NAME: SAUNDERS S
COMMENT: No objections
DATE: 26 May 2022

The full consultation response can be viewed on the Planning & Building Standards Portal.

ARTICLE

LinkNYC kiosks improving quality of life in the Big Apple

Link shared its feedback on how its digital signage kiosks aren't just providing services, they are also boosting quality of life for residents.



Photo courtesy of Link.

July 26, 2018 | by [Bradley Cooper](#) – Editor, *ATM Marketplace*

Editor's Note: An earlier version of this story ran on *Digital Signage Today*, a sister publication of *Retail Customer Experience*.

In 2016, New York City went through a major smart city upgrade, as Intersection deployed multiple Link kiosks. The city replaced older phone booths with these kiosks, which offer free Wi-Fi to the public, as well as advertising and wayfinding.

The kiosks also allow customers to make free nationwide calls or report emergencies. There are now more than 1,600 kiosks in all five boroughs of the city. Digital Signage Today spoke with Ruth Fasoldt, director of community affairs for Link, to see how these devices are transforming the city and improving lives.



Ruth Fasoldt cites numerous benefits that the LinkNYC kiosks have provided New Yorkers.

Digital Signage Today: What are the main features the kiosks offer?

Fasoldt: LinkNYC is the first-of-its-kind communications network replacing the city's payphones to build the world's fastest and largest free public Wi-Fi network. Since Mayor Bill de Blasio announced the public launch of LinkNYC in early 2016, more than 1,600 Links are active across all five boroughs, with thousands more set to be deployed over the next several years.

In addition to free Wi-Fi, Links offer free nationwide phone calls, a dedicated 911 button, device charging, and a tablet to access maps and city services. Link's services come at no cost to users or taxpayers because Link generates its

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WHITE PAPER

Why personalizing customer experience is essential to brand building

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gigabit Wi-Fi service, with tens of thousands of users joining the network each week. The network also sees more than 250,000 free phone calls made every month. Using the tablet, people can access maps and directions on the go.

Along with ads that keep LinkNYC's services 100 percent free for users and taxpayers, the digital displays feature useful and enriching content, including community board meeting updates, real-time transit and weather information so people can make more informed decisions about their day on the go, PSAs, fun facts about NYC, historic photos and more. The screens are also used for emergency messaging, for instance, in an extreme weather event. We see tweets and Instagram posts all the time of people capturing our content and sharing it with others.

Digital Signage Today: How does LinkNYC deal with issues such as people loitering by the kiosks or watching inappropriate content in public?

Fasoldt: Back in 2016, there was an issue with some kiosks having long-term users. The LinkNYC tablet is meant to be an on-the-go resource, so the web browser was removed from Link tablets in September 2016, in exchange for curated content on the tablet, and loitering complaints dropped 96 percent immediately.

Digital Signage Today: What type of ads do the kiosks display?

Fasoldt: LinkNYC has a very high caliber of advertisers across categories — from Samsung to Delta to The Gap and The Met.

Utilizing DOOH to its fullest and breaking from the norm of basic, static ads, Link kiosks offer the ability for advertisers to display unique, dynamic ads. From weather and transit, to sporting events, movie times and more, Link ads can change based on real-time information and updates, keeping advertisements relevant and consumers engaged.

During the 2018 Winter Olympics in PeayongChang, for example, NBC partnered with Intersection to display Olympics content and coverage on LinkNYC screens, highlights, prime time previews, real-time medal counts, athlete bios and more. This digital OOH content campaign was the first of its kind for the U.S. Olympics broadcaster.

More recently, Intersection pioneered another first-of-its-kind campaign, partnering with Disney and Marvel to promote "The Avengers: Infinity War." On the movie's launch weekend, LinkNYC screens displayed ads for the blockbuster, as well as the closest theater location to each kiosk and the next show time, so that passersby, if inspired by the ad, could easily catch the next showing.

Digital Signage Today: Do the kiosks use any analytics?

Fasoldt: We have stats on usership, how often different services are used, the busiest Links and more. We have also made strategic use of our network capabilities like dayparting (for example, we increase transit info on our displays during peak commuting hours), geotargeting (playing historical photos in their place of original capture), and network flexibility (during Women's History month, we displayed facts about women's suffrage along the route of the women's march).

Digital Signage Today: Do you think smart cities will start to pop up everywhere? Why?

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BRADLEY COOPER

Bradley Cooper has been editor of Digital Signage Today since 2016. His background is in information technology, advertising, and writing.

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Free Wi-Fi would encourage over 80 per cent of shoppers to visit local retailers



Free internet access in-store is proving a big draw for retail customers

Some 82 per cent of British shoppers would be more likely to visit independent high street retailers if they had free Wi-Fi access, a new study has found.

Independent retailer customers with free Wi-Fi access are spending around 37, 000 minutes browsing the internet on average per store every month, according to research carried out by small business phone and broadband provider XLN.

Meanwhile, the average online session time per device in independent UK retail stores with free Wi-Fi access has increased over the last six months by 32 per cent, suggesting Britain's shoppers are now willing to visit well connected independent retailers more frequently and for longer.

The findings come after analysis of the UK's largest free public Wi-Fi network, which has more than 20, 000 internet hotspots across the country.

The network, launched by XLN, has been designed to encourage people to spend longer in independent stores as opposed to large corporate chains.

The network's founder, Christian Nelleman, claimed that access to free Wi-Fi would hugely improve the prospects for many independent high street retailers. It's always been our ambition to do more than simply save small businesses money. We want to help them grow too, he added.

The co-founders of independent venture Just Beer, Phil Ayling and Duncan Neil, who've recently begun to offer access to free Wi-Fi to customers in their store, said that it'd resulted in a boost to business.

Wi-Fi is so important in this day and age, the pair added. We would be missing out by not having Wi-Fi, so having access to a free network is a godsend for a small business like us. It drives a lot of footfall in through the door.

The business couldn't warrant paying the cost of something like The Cloud, Ayling went on to explain.

Please tell us some of your views on the challenges facing high street retailers by taking our two minute survey.

This article is part of a wider campaign called the High Streets Initiative, a new section of Business Advice championing independent and small retailers by identifying the issues that put Britain's high streets under pressure. Visit our High Streets Initiative section to find out more. (<https://businessadvice.co.uk/category/high-streets-initiative/>)

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ABOUT THE EXPERT



Fred Heritage (https://businessadvice.co.uk/author/fred-heritage/)
 Fred Heritage was previously deputy editor at Business Advice. He has a BA in politics and international relations from the University of Exeter and an international conflict from Kings College London.

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The new rules banning the extra charges added to payments made by card will ultimately result in profit margins being squeezed, independent retail have claimed. more» (<https://businessadvice.co.uk/high-streets-initiative/retailers-fear-squeeze-from-banks-ahead-of-card-payment-surcharge-ban/>)

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Google's aim to connect small business with customers in vital online moments

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Google has become a champion of small business via a suite of innovative products making online transactions easier. Business Advice spoke to UK and Ireland small business director, Shane Nolan, to discover what firms can expect from the company in 2016. [more»](#)

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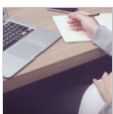
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WiFi Marketing: What It Is and How Retailers Can Use It

by [Alexandra Sheehan](#) Marketing

Jun 26, 2018 6 minute read [Leave a comment](#)



I recently spent a month in Vietnam. My last trip to Southeast Asia was six years ago, in 2012, and WiFi was something you wanted but it wasn't readily available.

But that's no longer the case. Everywhere I went, many of the buses had WiFi (and it worked!).

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Retailers in Vietnam are on to something: According to data from Cisco, 96% of consumers prefer to shop at stores that have free WiFi, and they're also more likely to return. And Oracle found that almost 60% of shoppers actually *demand* in-store WiFi.

Let's dive into what WiFi marketing is and how retailers can leverage it to improve their businesses.

What Is WiFi Marketing?

WiFi marketing is when retailers provide wireless internet access to shoppers and then use that as a channel to communicate messages and promotions. It's just one of the many ways that physical retailers are embracing the digital world — and creating a multichannel experience for their shoppers in the process.

Basically, your WiFi will have a coverage area, likely within the borders of your store. Anyone on a WiFi-enabled device, from smartphones to tablets to laptops, will be able to see and connect to your WiFi network.

Some retailers provide full Internet access. In other words, shoppers can use their devices to surf the web as they normally would. Others only grant access to certain sites or apps, such as your own online store or mobile app. This is more limiting for the browsers, but it also enables you to control the environment and drive them to your promotions.

Image: [ZionWifi](#)

And with WiFi marketing, you can also mandate that users view, engage with or share content before being granted access to your next [in-store promotion](#). You can also create a splash page that talks about your next [in-store promotion](#) and require users to [submit their email address](#).

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FURTHER READING: Want to know more about how to use those customer email addresses when you collect them? Read our [retailer guide to email marketing](#).

In some cases, the network will also periodically send additional messages or mandate additional action from the user so they can continue their session on the network without interruption.

What Does WiFi Marketing Look Like?

Here's how it looks: You walk into a store and join the in-store WiFi network. Upon joining, your phone will redirect to a screen, or splash page, where you'll likely see a message from the store and more information about the network and its terms of use. You'll agree to those terms and possibly provide something like an email address or access to your Facebook profile to gain access to the network.

Image: [Bloom Intelligence](#)

Thinking ahead: The retailer then has some sort of information about you to either add to or create your customer profile. They can send you future targeted messages, be it through email or a targeted social ad, and can use your social media profiles and in-store browsing behaviors to further personalize the content.

FURTHER READING: Personalization is one of the top ways to get a customer's attention. Learn [four ways to personalize the customer experience](#) for your customers.

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The Benefits of WiFi Marketing

The benefits of WiFi marketing in a retail environment are two-fold: There are advantages from both the consumers' and merchants' point-of-view.

For the customer:

- **Convenience:** Shoppers have access to a potentially faster network than their cell phone service provider's, and they can also save on data usage.
- **Improved shopping experience:** Almost 62% of businesses that provide free WiFi report that their customers stay longer, according to [Devicescape survey](#). This could indicate that shoppers are enjoying their in-store experiences more, and therefore willing to spend more time with your brand.

For the retailer:

- **Increased sales:** The main goal for most retailers — driving sales — receives a boost when you engage in WiFi marketing. That Deviscape survey found that half of businesses report that customers spend more money now that they have WiFi.
- **Understand your customers:** WiFi marketing grants you access to a wealth of data and knowledge about shoppers. You can use these insights to understand your business, the in-store experience, and what makes your customers tick. (And if you have more than one location, be sure to do a comparative analysis, too!)
- **Build an audience:** Whether you're collecting email address or social profiles (or both), these customers are becoming a list of interested individuals to whom you can market in the future. Not only that, you'll have information about their in-store and/or online behavior, which creates a richer customer profile that you can leverage for more targeted ads and promotions. Toronto's [Tokyo Smoke](#) implemented Yelp's WiFi marketing platform and gained [35 new sign-ons per week](#) — that's a passive and effortless way to continually grow.
- **Promote a product or campaign:** The use WiFi marketing to promote their brand. This can start with the message

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on your splash page, through to retargeted ads and [follow-up email campaigns](#). Bolivia's [Mall Las Brisas](#), for example, [uses WiFi marketing](#) to promote personalized offers based on users' activity and Facebook profiles. You can also use [foot traffic data](#) (such as how they've navigated your store, where they're converting, where they're spending the most time, etc.) to inform [store layout](#) and [visual merchandising](#) decisions.

FURTHER READING: Need other accurate ways to measure your store's foot traffic? Increase customer visits with these [methods to gauge foot traffic](#).

How to Implement WiFi Marketing in Your Store

Getting Your WiFi Network Up and Running

While you could set up your own guest network and provide shoppers with the password, that's not exactly WiFi marketing in action. Essentially, that works the same as it would if you were to have a guest in your home. You share the password, they surf the net, and then they leave. With true WiFi marketing, you'll have that opt-in where you collect some sort of data and consent from users.

Therefore, implementing WiFi marketing requires the use of some tools or partnering with companies that can tailor these WiFi services to your specific needs.

Here are a few places where you can look for WiFi marketing services:

- [Cloud4Wi](#)
- [Surefi](#)

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- [Moo Moo Networks](#)
- [Yelp WiFi](#)
- [Purple](#)
- [Bloom Intelligence](#)
- [Spectrio](#)
- [SecurEdge](#)
- [Aislelabs](#)

Vincent Panico heads up enterprise architect and corporate sales at [Moo Moo Networks](#), a networking hardware retailer that sells products you can use to create a WiFi network in your store.

Panico points to how each tool has its own set of unique features, and integrating various systems can also provide retailers with more capabilities. That's why they focus on a variety of integrations and plugins for their products (they use [Cisco's Meraki wireless option](#)).

"For example, we use Purple or Bloom Intelligence to capture customer data and convert that to marketing lists," he says. "Or we'll use Aislelabs or Mapwize to physically track customer movement."

One of Moo Moo Networks' clients, a well-known convenience store chain, uses the latter, more complex benefits of WiFi marketing.

"They track customer movement in the store and place the highest-margin items where customers are most likely to convert," Panico says. "We also have a furniture store chain that embeds [Bluetooth beacons](#) in their display models to target hyper-specific advertising to customers. If someone dwells at a certain chair or couch for a few minutes, that item will be remarketed to them on Facebook, Instagram and via email the next day."

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FURTHER READING: Read more about [how to use beacon technology to attract more customers](#).

Getting Customers to Use Your WiFi Network

If you're going to all this trouble to provide a network for your customers, you'll want to make sure they know about it and actually use it. Leverage in-store signage and the universal WiFi network icon to raise awareness among shoppers. You could also incentivize using the network — maybe they get a discount or free gift for trying out your new fancy new WiFi network.

If you're looking to take it up a notch, why not make an event of it and throw a launch party to celebrate your WiFi network? You can generate some buzz about your store, drive foot traffic, *and* prove to the community that you're a forward-thinking, innovative brand.

In what ways do you use WiFi marketing in your store? How has it helped you grow your business?

About the author

Alexandra Sheehan

Alexandra Sheehan is a freelance writer/editor who has written for retailers ranging from Fortune 100 companies to Etsy shop owners, and is always

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looking for innovative ways to help her clients.



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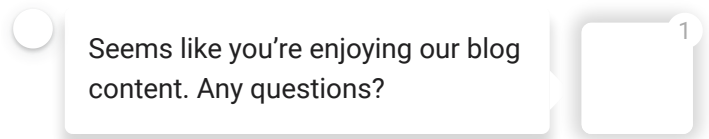
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Appeal Decision

Site visit made on 13 November 2019

by S. Rennie BSc (Hons), BA (Hons), MA, MRTPI

an Inspector appointed by the Secretary of State

Decision date: 14 January 2020

Appeal Ref: APP/K5030/Z/18/3211426

Outside 322 High Holborn, London, WC1V 7PB

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by British Communications Plc against the decision of the City of London Council.
 - The application Ref 18/00460/ADVT, dated 8 May 2018, was refused by notice dated 19 July 2018.
 - The advertisement proposed is 2No. LED digital displays measuring 1.22m in height by 0.79m in width at a height of 1.38m above ground level, one either side of an InLink.
-

Decision

1. The appeal is allowed and express consent granted for 2No. LED digital displays measuring 1.22m in height by 0.79m in width at a height of 1.38m above ground level, one either side of an InLink, at the site outside 322 High Holborn, London. Consent is for five years from the date of this decision and subject to the standard conditions set out in the Regulations and the additional conditions contained in the Schedule.

Procedural Matters

2. The address of the site and the description of development are taken from the Appeal form, as this information is accurate and precise.
3. The Regulations and the National Planning Policy Framework (the Framework) both make clear that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
4. Section 38(6) of the Planning and Compulsory Purchase Act 2004 does not apply to advertisement control, however the development plan policies are material considerations and I refer to the relevant policies in my assessment of the appeal.
5. The appeal was originally accompanied by a second appeal in respect of an application for planning permission for construction of the InLink structure. The appellant subsequently withdrew the planning appeal. Accordingly, planning permission in respect of the construction of the InLink structure is not being considered in this Decision and would require separate consideration. I have therefore determined the appeal on this basis.

Main Issue

6. The main issue is the effect of the proposed advertisements on the on the amenity of the surrounding area and on the setting of heritage assets.

Reasons

7. Currently at the site is a telephone kiosk. The appellant has described its strategy of removing these kiosks and replacing them with the Inlink facility. This would provide access to the internet, together with calls and charging facilities. However, the 55 inch screens on either side of the 'totem' would also display digital illuminated advertisements.
8. The site is near to Chancery Lane Conservation Area (CA) together with listed buildings. The Council have identified these as 336 High Holborn (Grade II listed), 337-338 High Holborn (Grade II*), 1-4 Holborn Bars (Grade I).
9. Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (the Act) requires special attention to be paid to the desirability of preserving or enhancing the character or appearance of conservation areas. Section 66 Under Section 66 of the Act places a duty to consider whether granting planning permission for the proposal would preserve the listed building or its setting or any features of special architectural or historic interest which it possesses. Should I find less than substantial harm to designated heritage assets I will consider whether this harm would be outweighed by the public benefits of the proposal.
10. In this case, the Inlink would be positioned on a relatively wide section of footpath which already has street furniture, such as a bus shelter and metal cabinet for example. There are no illuminated advertisements on the street furniture, but this is an area where there are many commercial properties displaying signage and advertisements.
11. The Inlink is a slender and modest sized structure, and the scale of the advertisements would not be imposing or overly prominent. It will replace a telephone box and therefore not add significantly to street clutter. Furthermore, given the commercial and busy nature of High Holborn, the Inlink would not be an incongruous addition to the street scene.
12. The lighting level as described by the appellant would not be overly bright, in my opinion, and would be dimmed at dawn until dusk. The appellant has confirmed that the level of illumination of each panel during the hours of darkness would be restricted to 600cd/m² which, I understand, would be within the maximum levels recommended by the Institute of Lighting Professionals. This level of light from the advertisement display screens would not be to a degree that would result in high levels of unwanted light on High Holborn.
13. Although within the setting of the aforementioned listed buildings, given the Inlink design and nature of advertisements, together with the separation distance from these heritage assets, its effects to their character would be neutral. The illumination would not be to a level that would detract from the lighting of these listed buildings.
14. Whilst the Inlink and its digital displays would be visible from some parts of the CA, it would be viewed against a commercial setting with other advertisements

on relatively modern buildings also visible. Therefore, given the small scale of the advertisements on the Inlink, they would not have an adverse impact to the character or significance of the CA, which would be preserved.

15. I therefore conclude the siting of the proposed InLink display would not harm the visual amenity of the area or the setting and significance of heritage assets. The advertisements would not be obtrusive or overly prominent in this setting. The proposal therefore accords with policies CS10, DM 10.6, CS12 and DM12.1 of the City of London Local Plan, 2015. The proposal also accords with London Plan policy 7.8. These policies require the historic environment to be conserved or enhanced; promote a high standard of design, improving the street environments; and encourage a restrained amount of advertising in keeping with the character of the City; amongst other things.
16. There is no dispute in regard to the effect of the advertisements on public safety, with no objection from the Council in this regard. I have no reason to disagree with this view and regard the advertisements proposed as having no adverse impact to public safety.

Condition Reasons

17. I attach conditions relating to a limitation on the level of night time illumination; and a restriction limiting the advertisements to static images only, which shall not change quicker than every 10 seconds. These conditions are required in order to protect the quality of the visual environment at each location and safeguard public safety.
18. The displays are sited close to the public highway. To avoid confusion for highway users, it is necessary to ensure that any advertisement content does not resemble road traffic signs and a condition to that effect is attached.

Conclusion

19. For the reasons given above, the appeal should be allowed, subject to the conditions set out below.

S. Rennie

INSPECTOR

Schedule – Conditions

1. The intensity of the illumination of the two digital display screens shall not exceed 600 candelas per square metre (cd/m²) between dusk and dawn in line with the maximum permitted recommended luminance as set out by The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.
2. The digital display screens shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements) at any time. The screens shall at all times maintain a safety feature that will turn the screen off (ie show a black screen) or freeze the image in the event that the display experiences a malfunction or error.
3. No single image or item of content shall be displayed on either screen for fewer than 10 seconds. The interval between advertisements shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.
4. No content on the digital display screens shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.



Appeal Decision

Site visit made on 13 December 2018

by Martin Andrews MA(Planning) BSc(Econ) DipTP & DipTP(Dist) MRTPI

an Inspector appointed by the Secretary of State

Decision date: 24th January 2019

Appeal A Ref: APP/N5660/W/18/3199779

Pavement outside 158 Westminster Bridge Road, London SE1 7RW

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
 - The appeal is made by Mr Neil Scoresby, British Telecommunications plc against the decision of the Council of the London Borough of Lambeth.
 - The application, Ref. 17/04929/FUL, dated 9 October 2017, was refused by notice dated 8 February 2018.
 - The development proposed is the removal of 1no. KX100 telephone kiosk (Baylis Road OS Cole House) and the installation of 1no. InLink together with the display of externally illuminated 2 digital screens as an integral part of telephone kiosk.
-

Appeal B Ref: APP/N5660/Z/18/3199780

Pavement outside 158 Westminster Bridge Road, London SE1 7RW

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Mr Neil Scoresby, British Telecommunications plc against the decision of the Council of the London Borough of Lambeth
 - The application Ref. 17/04930/ADV, dated 9 October 2017, was refused by notice dated 8 February 2018.
 - The advertisement proposed is the display of an externally illuminated 2 digital screens as an integral part of the telephone kiosk.
-

Appeal C Ref: APP/N5660/W/18/3199793

Waterloo Road, Outside Waterloo Station & Opposite Junction with Sandell Street, London SE1 8UD

- The appeal is made under section 78 of the Town and Country Planning Act 1990 against a refusal to grant planning permission.
 - The appeal is made by Mr Neil Scoresby, British Telecommunications plc against the decision of the Council of the London Borough of Lambeth.
 - The application, Ref. 17/05483/FUL, dated 10 November 2017, was refused by notice dated 8 February 2018.
 - The development proposed is the removal of 1no. KX100 telephone kiosk (Kennington Lane (Knights Walk OS No. 54-60)) and the installation of 1no. InLink.
-

Appeal D (over page)

Appeal D Ref: APP/N5660/Z/18/3199786

Waterloo Road, Outside Waterloo Station & Opposite Junction with Sandell Street, London SE1 8UD

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by Mr Neil Scoresby, British Telecommunications plc against the decision of the Council of the London Borough of Lambeth
 - The application Ref. 17/05484/ADV, dated 10 November 2017, was refused by notice dated 8 February 2018.
 - The advertisement proposed is the display of an externally illuminated 2 digital screens as an integral part of the telephone kiosk.
-

Decision: Appeal A

1. The appeal is dismissed.

Decision: Appeal B

2. The appeal is dismissed.

Decision: Appeal C

3. The appeal is allowed and planning permission is granted for the removal of telephone kiosks and the installation of 1no. InLink at Waterloo Road, Outside Waterloo Station & Opposite Junction with Sandell Street, London SE1 8UD in accordance with the terms of the application, Ref. 17/05483/FUL, dated 10 November 2017, subject to the conditions in the attached Schedule.

Decision: Appeal D

4. The appeal is allowed and express consent is granted for the display of an externally illuminated 2 digital screens as an integral part of the telephone kiosk as applied for. The consent is for five years from the date of this Decision and is subject to the five standard conditions set out in the Regulations and to the additional conditions in the attached Schedule.

Preliminary Matters (Appeals A, B, C & D)

5. Government policy in Section 10 of the National Planning Policy Framework 2018 ('the Framework') is entitled 'Supporting High Quality Communications'. Paragraph 112 says that advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being and that planning policies and decisions should support the expansion of electronic communications networks.
 6. Paragraph 116 says that Local Planning Authorities must determine applications on planning grounds only. They should not seek to prevent competition between different operators or question the need for an electronic communications system.
 7. Paragraph 132 of the Framework advises that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
-

8. As regards Appeal A and Appeal B only, there is a discrepancy between the addresses – outside No. 158 in the planning application appeal and outside No. 164 in the advertisement application appeal. However, the site plans are consistent with a position between these two addresses and this avoids the necessity for further clarification.

APPEAL A (*Planning Application for Installation of 1 InLink Kiosk: Pavement outside 158 Westminster Bridge Road*)

Main Issue

9. The main issue is the effect of the siting and appearance of the proposed kiosk on the character and appearance of the Lower Marsh Conservation Area and the street scene of Westminster Bridge Road.

Reasons

10. The boundary of the Lower Marsh Conservation Area runs to the rear of the properties on both sides of Westminster Bridge Road north west of its junction with Baylis and Kennington Roads and similarly follows Lower Marsh in a north east direction parallel to Waterloo Station and the railway lines that approach it.
11. I saw on my visit that where the boundary adjoins the railway viaduct near the junction between Westminster Bridge Road and Lower Marsh there is a plethora of signage, street furniture and advertisements including a particularly prominent 48 sheet externally illuminated poster hoarding.
12. However, away from that significant area of clutter, moving south eastwards along Westminster Bridge Road towards the junction with Baylis and Kennington Roads, there is a marked change in character and appearance, with a far more commercially restrained and less cluttered street scene. Furthermore, the officer's report refers to the variety of 18th and 19th century 3 to 5 storey commercial buildings with a variety of architectural detailing, and with the commercial premises terminating at the back of the pavement on a broadly consistent building line on both sides of the road. I was able to observe these respective demarcations between the area close to the viaduct and the rest of the road and between the commercial buildings and the pavement as being a positive feature in the street scene in particular and the conservation area in general.
13. Possibly the single exception in terms of pavement advertising in this part of Westminster Bridge Road away from the railway viaduct is the Council operated internally illuminated poster unit granted permission in 1998. And the grounds of appeal argue that partly because of this the siting of the proposed InLink kiosk would be in keeping with the established character and appearance rather than harmful to it, as stated in the Notice of Refusal.
14. However, the Council has explained that this poster unit pre-dates the 2007 publication of the Lower Marsh Conservation Area Statement and would not have been permitted under current planning policy. I note that the latter would include the relatively recent Lambeth Local Plan 2015 and the London Plan 2016. Whilst the appellant is correct to point out that as part of the established street scene this unit is material to the current proposal, on balance I take the

view that a further kiosk in this part of Westminster Bridge Road would, through the incremental erosion of both the afore-mentioned demarcations, exacerbate the harm already caused by the Council-owned facility.

15. This is because at present, the Council kiosk is a 'lone wolf' and insufficient in itself to change the street scene to being more in keeping with the overtly commercial and cluttered area closer to the railway viaduct. If I were to allow the appeal this existing marked contrast would be diluted. And although I have noted that the deadline for an appeal against the refusal of an application for an InLink unit on the opposite side of the road has now passed, a permission for this appeal scheme in addition to the Council kiosk would have a cumulatively adverse effect that would fail to preserve the character and appearance of the conservation area.

Conclusions

16. On balance, I conclude that the siting and appearance of the proposed kiosk would have a harmful effect on the character and appearance of the Lower Marsh Conservation Area and the street scene of Westminster Bridge Road. This would be in conflict with Policy Q22 of the Lambeth Local Plan 2015 and with paragraph 132 and Section 16: 'Conserving and Enhancing the Historic Environment' of the Framework.
17. The harm caused to the significance of the conservation area as a designated heritage asset would in my view be 'less than substantial' and in accordance with paragraph 196 of the Framework I have therefore weighed this harm against the public benefits of the proposal.
18. These are firstly the wide range of telephone and data facilities offered by the unit itself, as set out in the Design and Access Statement, and secondly the de-cluttering as a result of the removal of existing kiosks. As regards the latter, the application refers to the removal of only one kiosk, and in line with the BT rationalisation programme the appellant has subsequently indicated a willingness to accept a condition on the permission that would ensure the removal of two kiosks.
19. I accept that these public benefits deserve some weight, but they are not exclusive to this appeal scheme. There are a number of other similar proposals in Lambeth and indeed as part of this linked appeal Decision I have accepted the appellant's argument for the installation of one InLink unit in Waterloo Road and the removal of two older kiosks elsewhere in the Borough, with the exact sites to be agreed.
20. Unless and until it can be established that the facilities offered by the units cannot be provided within a reasonably necessary distance from this appeal site and that there are two older kiosks that would not be removed as a result of other proposals in the rationalisation programme, I consider that the public benefit from a kiosk in this part of Lambeth would not outweigh the harm caused to the significance of the conservation area. And even in that scenario it would be a matter for the Council's judgement in the first instance having regard to the particular circumstances of the case.

APPEAL B (*Application for Advertisement Consent for proposed kiosk in Appeal A*)

Main Issue

21. The main issue is the effect of the proposed digital advertisement displays on the visual amenity of the street scene of Westminster Bridge Road which lies within the Lower Marsh Conservation Area.

Reasons

22. The Council considers that the proposed illuminated advertisements in the kiosk in Appeal A would be intrusive, discordant and incongruous in the Lower Marsh Conservation Area and thereby detrimental to its character and appearance. This description in the Notice of Refusal is supplemented by the term 'alien' in the officer's report.
23. I have explained in Appeal A why I consider the proposed InLink unit in the location proposed would not preserve the character and appearance of the area. The LED digital display technology for the advertisements would inevitably draw the eye – indeed if they failed to, there would be little point in their installation. I therefore accept the Council's argument that they would be highly visible, especially in a street with only limited street furniture and few street trees to interrupt lines of sight for pedestrians and motorists alike.
24. I therefore consider the combination of the InLink unit itself and the advertisement displays would increase the commercial character and appearance of this part of Westminster Bridge Road to an extent that would not preserve those aspects of the conservation area and would thereby diminish its significance to some degree. However, I also take the view that terminology used by the Council to describe the effect of the advertisements is somewhat over-stated. Although the context is a conservation area, with the assets I have referred to and other heritage assets including locally and statutorily listed buildings, it is also a highly urbanised inner London Borough and needs to be assessed in that context.
25. Accordingly, it is a question of balance and for the reasons explained above and for the further reasons explained in Appeal A I conclude that the adverse effect of the advertisement displays on visual amenity would be such that the character and appearance of the conservation area would not be preserved. There would therefore be conflict with Local Plan Policies Q17 & Q22 and with paragraph 132 and Section 16 of the Framework.
26. Although the harm caused would be less than substantial, the explanation in Appeal A as regards weighing the public benefits applies equally in this appeal and I see no reason to repeat it here.

Conclusion

27. For the reasons explained above, the appeal is dismissed.

APPEAL C (*Planning Application for Installation of 1 InLink Kiosk: Waterloo Road opposite the junction with Sandell Street*)

Main Issue

28. The main issue is the effect of the siting and appearance of the proposed kiosk on the character and appearance of the street scene of Waterloo Road.

Reasons

29. The Council's objection to the installation of the proposed InLink kiosk is that together with other street furniture in the area it would result in a cluttered street scene contrary to Policies T10 and Q6 of the Lambeth Local Plan 2015. In particular, the officer's report argues that the InLink unit would harmfully add to the existing physical and visual clutter in this locality.
30. However, I saw on my visit that the selected site would be on the pavement opposite Sandell Street and roughly at a mid-point between two lampposts, this being a clear area of pavement without any other street furniture. As regards clutter in terms of a harmful physical obstruction to pavement users, there would be a post-installation pavement width of 3.37m, and although this includes about a metre of land associated with Waterloo Station, I consider the likelihood of this becoming unavailable for public use to be remote.
31. Given that compared with conventional phone kiosks (both the traditional and newer styles) the InLink unit is of a slender construction with a very limited footprint, I consider that even allowing for the intensive use of this section of pavement there would not be an impediment to pedestrian flow or to pushchairs or wheelchair / mobility scooters. Certainly, I take the view that even when the pavement is particularly busy at peak times the InLink unit would not be reason for pedestrians to stray onto the road with the attendant dangers that would involve.
32. As regards visual clutter, in some cases an absence of existing street furniture is an argument for keeping an area of pavement entirely free from new installations as a pleasing visual relief from nearby more cluttered areas. However, this depends on the individual circumstances of each case and in respect of this section of pavement I do not regard it as having a high level of amenity, ambience or facilities that would encourage passers-by to do anything more than carry on with their journeys without delay.
33. Accordingly, in this context I do not consider that the InLink kiosk would be perceived as being visually detrimental to this section of pavement, whereas the facilities and public service that it offers might be reasonably argued to be particularly useful adjoining a major transport interchange. And as the grounds of appeal say, the siting of the InLink unit would be such that it would sit in its own space and be aligned neatly with the street lighting columns.
34. I have noted the objection from TfL, but Lambeth Transport are not opposed to the scheme and subject to the standard caveats in respect of such matters as siting they regard the unit as being consistent with the aims and objectives of Local Plan Policy T10.

Conclusions and Conditions

35. Overall, I consider that the siting and appearance of the proposed InLink kiosk would not have an adverse effect on the character and appearance of Waterloo Road. There would therefore be no harmful conflict with Policies Q5, Q6, Q17 & T10 of the Lambeth Local Plan 2015 and with Government policy on telecommunications in Section 10 of the Framework.
36. As regards conditions, a condition requiring the development to be carried out in accordance with the approved plans is needed for the avoidance of doubt and in the interests of proper planning. A condition requiring the pavement surface materials to match the existing will protect the visual amenity of the area. This objective will also be secured by a condition requiring the removal of the kiosk when it is no longer required.
37. There is also a condition needed to secure the public benefit of the removal of two older kiosks as part of the appellant's rationalisation programme. In this regard the appeal application only suggests the removal of one – at Knights Walk, Kennington Lane and I have also noted the Council's point that the removal of this kiosk would offer only limited public benefit.
38. Be that as it may, the appellant has recognised that the removal of two kiosks is required and suggested a condition that would secure this, with their location to be agreed between the parties. I have therefore imposed this condition which I consider will secure both the public benefit sought and enhance the character and appearance of the location where the kiosks are removed through the de-cluttering achieved. For the sake of consistency, I have amended the description of the development in my Decision to refer to un-named kiosks in the plural, with the locations to be agreed with the Council.

APPEAL D (*Application for Advertisement Consent for proposed kiosk in Appeal C*)

Main Issue

39. The main issue is the effect of the proposed digital advertisement displays on the visual amenity of Waterloo Road.

Reasons

40. Notwithstanding the comment of TfL that the advertisement display would distract drivers (a view not shared by Lambeth Transport), the Notice of Refusal makes no mention of an adverse effect on public safety. However, the Council considers that the digital advertising display would represent an intrusive, discordant and incongruous form of development that would harm the amenity of the area contrary to its policies and Government policy in the Framework.
41. However, I saw on my visit that the character and appearance of the street scene is already informed by advertisement displays, including a particularly large billboard on this side of the road adjacent to the first railway bridge, and an LED digital display as part of a nearby bus shelter / stop.
42. Furthermore, as I have indicated in Appeal C, the urban environment is one in which visual amenity has to be assessed in the context of a location dominated

by Waterloo's main line and underground's connections, with Waterloo Road as a busy thoroughfare facilitating the adjoining bus and road network to other parts of London.

43. When these considerations are taken into account together with the modest scale of the proposed InLink unit I find it difficult to accept the argument that the development would be perceived as having an adverse effect on visual amenity, and this would appear to be borne out by there being no response to consultation on the application for planning permission / advertisement consent from either individual members of the public or organisations including the Association of Waterloo Groups; Waterloo Community Development Group, and the Kennington Oval & Vauxhall Forum.

Conclusions and Conditions

44. For the reasons set out above I conclude that the proposed kiosk would not have a harmful effect on the amenity of Waterloo Road.
45. I have taken into account Policies Q5, Q6 and Q17 of the Lambeth Local Plan which respectively seek to maintain local distinctiveness, ensure high standards of design in the public realm, and regulate advertisements and signage and so are material in this case. Given I have concluded that the proposal would not harm amenity, the proposal does not conflict with these policies.
46. The Council and the appellant have suggested conditions to be imposed if the appeal is allowed and I have had regard to these, noting that there are similarities between them. I have based my conditions on the appellant's list and consider that these, together with the five standard conditions in the Advertisement Regulations, will be adequate in the case of this development in this particular location. These conditions will protect the visual amenity of the area and maintain public safety.

Martin Andrews

INSPECTOR

APPEAL C: CONDITIONS

- 1) The development hereby permitted shall begin not later than three years from the date of this Decision;
- 2) The development shall be carried out in accordance with the following approved plans: OS Based Location Plan; Drawing No. D0002: InLink UK Unit Dimensions; Existing & Proposed Views: Photograph & CGI; Drawing No. LMB-070-SP-V1: Existing & Proposed Site Plan;
- 3) All surface materials shall match the existing adjacent surface materials;
- 4) No development shall commence until the details of two suitable kiosks identified for removal are submitted to and approved in writing by the Local Planning Authority. Thereafter, the two kiosks shall be removed and the surrounding surface shall be made good using materials to match the existing adjacent surface materials, prior to the commencement of the installation of the development hereby approved.
- 5) The kiosk hereby permitted shall be removed from the land on which it is situated within three months of the date it ceases to be used for telecommunication purposes.

APPEAL D: CONDITIONS (Additional to the 5 standard conditions in Part 5, Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 [S.I. 2007 No. 783]

- 1) The intensity of the illumination of the digital signs shall not exceed the maximum permitted recommended luminance for an advertisement of this type and proposed location as set out by 'The Institute of Lighting 'Professional's Professional Guide 05: The Brightness of Illuminated Advertisements';
- 2) The digital sign shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements);
- 3) The minimum display time for each advertisement shall be 10 seconds;
- 4) The interval between advertisements shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including fading, swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction;
- 5) No advertisement displayed shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.



Street Hub Anti-Social Behaviour Management Plan



Beyond connection

BT are working to reduce digital inequality and help make communities better connected. From the iconic red phone boxes to the modern glass units, we've always been at the forefront of technology that brings people closer.

In today's digitally enabled world many phone boxes are sitting unused, prime sites for anti-social behaviour and vandalism. Following the success of our InLink programme where we brought free digital services to high streets across the UK, we're further transforming our legacy payphones into state-of-the-art, fibre-connected digital community hubs – called Street Hubs.

Not only does this remove old payphones, freeing-up space and reducing anti-social behaviour, but each Street Hub gives entire communities access to an unprecedented suite of essential free services. This includes ultrafast Wi-Fi, phone calls, wayfinding, device charging, a dedicated 999 call button and public messaging capabilities. It's also a platform for future technologies – air quality monitoring, emergency messaging, 4G / 5G mobile coverage and more.

Since June 2017, hundreds of first generation Streets Hubs (formerly InLinks) have gone live in cities throughout the UK, connecting over a million unique devices to Wi-Fi every month, with tens of thousands of tablet sessions and free calls each week.

Wherever a Street Hub is installed we work with local stakeholders like councils and the police to ensure they're a positive contribution to the area. We're committed to addressing the few users in limited locations who abuse this service.

Automatic anti-social call restriction

The advanced nature of Street Hubs and our investment in quality systems means we can quickly identify and solve issues.

Working with local stakeholders has already led to significant technical and process advances that further help each Street Hub contribute positively to the local area.

A small number of locations drew attention to local drug issues, with those involved misusing free call services. Following this we invested significantly in developing call restriction capabilities. These were first used to prevent calls to mobiles on select Street Hubs in problem areas – identified with the help of police and council community safety teams.

The automatic recognition of possible misuse and blocking of identified numbers is based on a proprietary algorithm and technical process developed in consultation with the police and councils from across the UK. These consider a range of factors, including but not limited to the frequency of attempted and connected calls, the length and distribution of such calls, and insights provided by relevant stakeholders.

Once numbers are identified, their call data is continuously assessed and our algorithm always applied. When a blocked number is flagged by the algorithm this restriction is permanent. In some cases, on request, we may restrict numbers over a set period.

Should someone believe a number has been wrongly flagged, they can contact our team at streethub@bt.com who will consider the case, consulting with the police and local council where appropriate. This option will be shown on the Street Hub screen as part of the warning notification when a restricted number is dialled.

Subject to internal processes, the police can 'whitelist' a specific number so it can still be called where there is an operational need, such as being involved in an active investigation.

This automatic anti-social call restriction technology is a dynamic feature of Street Hubs that can be adapted over time as further insights are gained or as patterns of misuse change.

Identification of anti-social behaviour issues

We take our responsibility towards community wellbeing and anti-social behaviour seriously, as evidenced by our above investment. Where possible we address any concerns before (or as part of) the planning application process which every Street Hub must go through.

Unfortunately this is not always possible, and pre-existing or emerging concerns around misuse may need to be addressed once a Street Hub is active, if not picked up by the automatic anti-social call restriction technology.

In deciding the best course of action, advice from police, other emergency services and local authorities will always take precedence, followed by feedback from other government bodies and input from residents and businesses.

To best identify issues and how to address them, we need:

- a description of the issue and when it occurred(s)
- the location of the Street Hub(s) involved and how they contributed.

Supporting evidence is also important, where legally possible, to help us understand the issue (i.e. data or images) so that the appropriate action can be considered.

Each Street Hub is remotely monitored for service compliance 24 hours a day 7 days a week, and physically inspected and cleaned at least every two weeks. As such, any issues are likely to be quickly reported to us directly.

Where a police officer, member of the public or council officer identifies a possible anti-social behaviour issue, we can be contacted in a number of ways to take appropriate action.

Sending an email to streethub@bt.com is the main method for reporting an anti-social behaviour issue associated with a Street Hub. This will automatically raise a ticket on our system, which is actively reviewed and managed by the Street Hubs team.

Emails sent from police.uk or .gov email addresses will be treated as priority.

Technical issues like display screen failures, graffiti, etc. should be reported to streethub@bt.com.

Should it not be possible or convenient to send an email, the Street Hubs helpline is open 24 hours a day, 7 days a week on [08003890917](tel:08003890917).

Although we're committed to working closely with communities to address concerns around anti-social behaviour, suspected criminal behaviour may need to be managed through official police channels by contacting [101](tel:101) or [999](tel:999) in an emergency.



Assessment and determining the suitability of technical changes

After receiving a police crime risk assessment or report from a local authority suggesting a Street Hub may be contributing to crime or anti-social behaviour, we will assess the technical solutions available to minimise / reduce this.

The location of each Street Hub means the way they are used and experienced varies, and so the solution will need to be bespoke.

Where a temporary or interim technical change to a Street Hub may be considered, we work with the local council and police wherever possible to gather timely evidence and information so we understand what is happening and how best to respond. This could include:

- reviewing the information provided from any previous tickets
- visiting the location and meeting with local stakeholders
- speaking with the local police and council to understand any reports they have received and what they are already doing to tackle similar issues in the area
- collating relevant media reports, historic records, and similar
- assessing Street Hubs data such as anonymised call information, Wi-Fi usage, etc.

Situations that follow a similar pattern may be handled more quickly based on recommendations from groups such as the police. For example, temporarily restricting the ability to call mobile numbers where it has been proven that a Street Hub is being misused to buy illegal drugs.



Implementing available technical changes

Street Hubs are actively monitored and adaptable, with a range of temporary and interim technical measures available to help manage anti-social behaviour issues. These were part of the original design or developed as part of our dedication to community wellbeing.

These include but are not limited to:

- using the displays to include warnings and relevant information
- further reducing the Street Hub's call speaker volume
- disabling the USB port to prevent loitering around the unit
- preventing calls to types of phone numbers, such as mobile, landline or freephone
- blocking calls to specific numbers (only when agreed with the police, in addition to those captured under automatic anti-social call restriction).

We prefer to make changes in collaboration with relevant stakeholders to minimise any unintended social impact. For example, a local council or police command providing additional street teams in the area.

Our anti-social behaviour portal has advanced since the roll-out of InLink. As well as our algorithm, the portal now lets us block suspicious behaviour in real time so we can tackle any anti-social behaviour request without delay. We also have greater insight into reporting and numbers where thresholds are exceeded. These technical advances help reduce crime and allow us to work better with the police and community.



Sign off and implementation

Any change made to how a Street Hub is configured at a hardware or software level will require our agreement.

As an OFCOM-designated Universal Service Provider of public call boxes for the provision of a publicly available telephone service, any decision to restrict provision of phone calls will need to be made exclusively by us. This will be based in part on detail provided by the police and local authority, and pay due regard to the evidence presented.

We would always seek to balance any requirement to restrict Street Hub services to manage anti-social behaviour with the desire to make them available to all, as part of our work to help make communities better connected and reduce digital inequality.



Review process

Our approach to addressing anti-social behaviour associated with a Street Hub is to be collaborative. The success of any intervention relies on the police and / or councils taking reasonable steps to help address the underlying issues and the review process being tailored to each local situation.

In the small number of cases where the need for an operational change (such as restricting phone calls) has been identified, it will be considered temporary and applied for a limited period (typically three months but up to twelve months in high-risk locations). This temporary period allows police and the local council to investigate and take appropriate action.

Further information

We want each Street Hub to provide the best possible experience for users and the communities around them, and will continue to work with councils, police and the wider community to make sure they do.

For more information on Street Hubs and how they are managed contact streethub@bt.com.



Offices Worldwide

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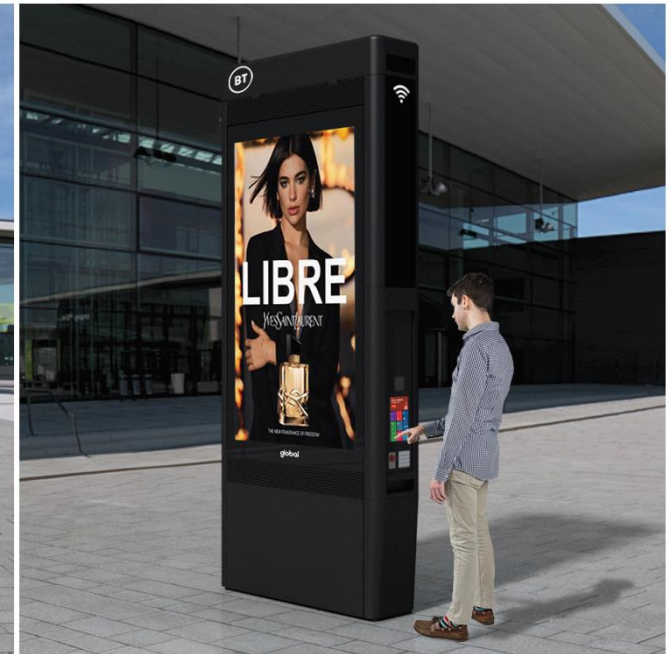
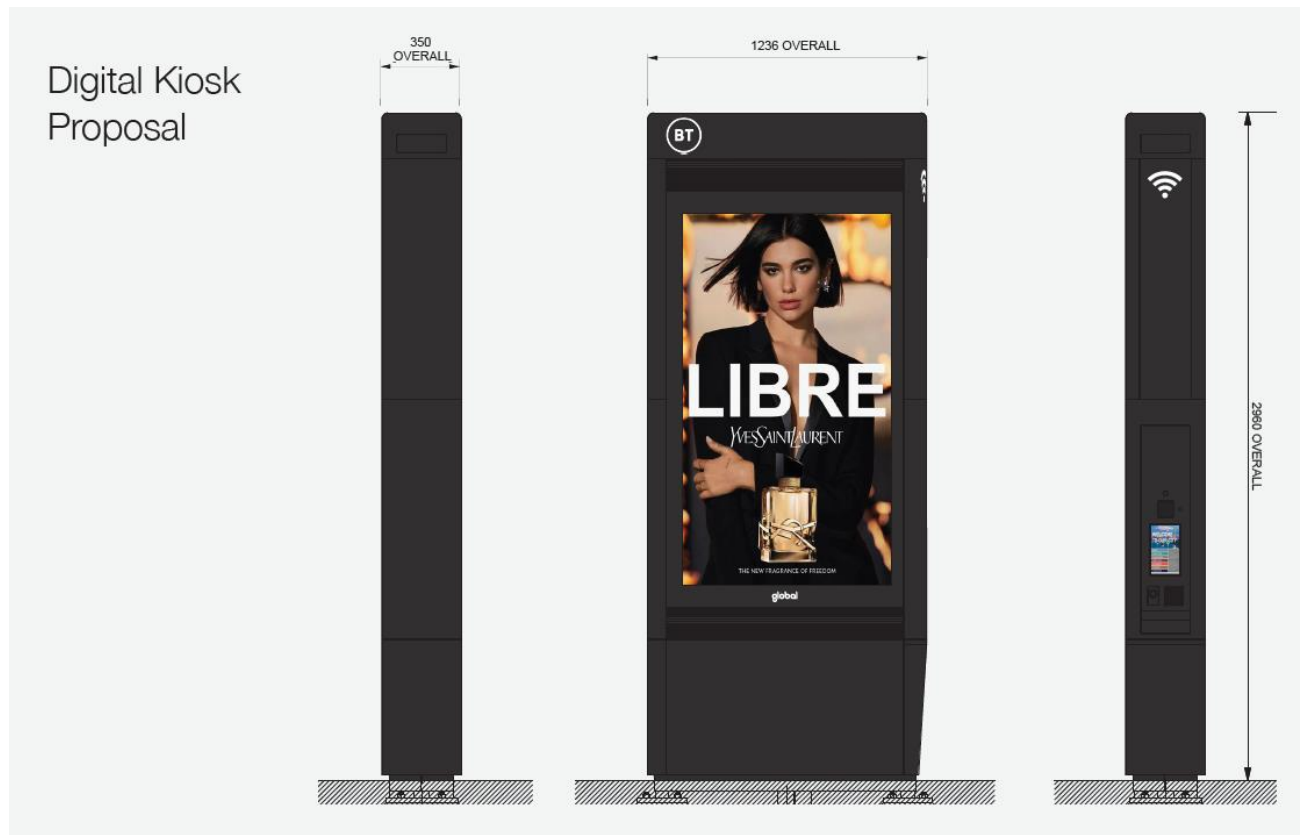
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April 2021

BT Street Hub
Proposal Renders
2021



mono#





Street Hub Noise Management Plan

Version 2



Background

As one of many features, Street Hubs provide free phone calls via a speaker and microphone system. The following document identifies the steps we are able to take to ensure that these calls, like all the features of the Street Hub, help improve the amenity of a local area whilst also respecting the expectations of local community over time. Please note: this noise management plan refers specifically to the noise from the Street Hub. Noise from pedestrians, users of the Street Hub, or from other nearby sources are not included and would typically be considered matters for the Police and other authorities who have the appropriate and relevant powers to act on such issues if necessary.

We have designed our Street Hub so that they create a 'sound cloud' for the person making a call with noise levels sufficient to make calls with background noise for the surroundings. Whilst this generates a reasonable conversational volume in proximity to the Street Hub, it is intended to result in minimal to no noise being noticeable further away. The average volume settings are 65dB average at 3m distance from each Street Hub. Users may also choose to use headphones when making calls or using the tablet, which deactivates the speaker for the duration of their use.

It is worth noting that the Street Hub are situated on public streets, in the most part close to roads where high volumes of traffic will be seen, examples of background noise experienced on streets are details below:

Noise Level, dB	Example
60-70	Conversational Speech
70-80	Average traffic on Street Corner
80-90	Heavy lorries at 6m

Noise Management Plan

Daytime (07:00 – 21:00)

Street Hub have controllable volume levels. This will default to 50% at the start of any user activity during the day and can be increased and decreased based on the preferences of the user.

Night Time (21:00 – 07:00)

Between the hours of 21:00 to 07:00 all Street Hub will be governed so that the volume cannot be increased to greater than 60% of the maximum volume.

999 Calls

It should be noted that when the 999 is called through the tablet or the emergency button is pressed by a user the volume of calls is set to 100% to ensure that any user is able to effectively communicate with the emergency services. This volume can be lowered as requested by the user.



Exceptional Circumstances

We manage noise by exception based on feedback from users and the local community. If we receive any feedback that the Street Hub may be causing detrimental environmental impact, we take the following actions:

1. Understand the reason for the issue and any extenuating circumstances. At this point we will separate out any Police or community safety matters and work directly with the relevant authorities, and support the local residents in raising these issues through official channels where appropriate.
2. We will then verify the evidence provided against the Street Hub's call history and other operational data as required. This will allow us to understand the number, time, and frequency of outbound calls being made and better understand the severity of the reported situation.
3. Once we have verified the situation, we will typically look to apply local bespoke volume governor controls appropriate to the situation. We have found that reducing the Street Hub 's maximum volume to 40% during relevant periods tends to resolve issues where they have been identified.
4. We will continue to monitor the situation and listen to ongoing feedback from the community as we do take matters seriously. We continue to learn as part of our roll out how Street Hub are fitting in to the community.



Noise Testing

We have conducted 2 separate tests on the Street Hub, the initial test are to simulate typical operating temperatures (Test Scenario 1), with the secondary test simulating the worst case operating temperature (fans setting at max speed; Test Scenario 2). Each test involved 16 different test points taking part at 1.5m above floor level, with 3 readings being taken at each location, resulting in over 48 readings per test condition (96 in total). The equipment used to conduct the tests was the ANENG-GN101 Decibel Monitor. The average results in test scenario 1 was 50.5dB (55.9dB without factoring in background noise), in test scenario 2 the average result was 59.1dB (60.4dB without factoring in background noise).

NOISE TEST REPORT

DATE OF ISSUE	16/11/2021
DEVICE UNDER TEST	BT STREET HUB 2 – MODEL BTSH-01
TEST EQUIPMENT USED	Decibel meter (ANENG-GN101), tripod, spirit-level, measuring tape

SUMMARY OF TESTS PERFORMED	
1	NOISE LEVELS UNDER TYPICAL OPERATING CONDITIONS
2	NOISE LEVELS UNDER WORST CASE OPERATING CONDITIONS

TEST 1 : NOISE OUTPUT UNDER TYPICAL OPERATING CONDITIONS	
EQUIPMENT SET-UP	OPERATING UNDER THERMAL MANAGEMENT SYSTEM AT AMBIENT TEMPERATURE
AMBIENT TEMPERATURE DURING TEST	17.8°C
BACKGROUND NOISE LEVEL	54.4dB

RESULTS			
		Average	55.9
		Factor for Background Noise	50.5

TEST 2 : NOISE OUTPUT UNDER WORST CASE OPERATING CONDITIONS	
EQUIPMENT SET-UP	OPERATING WITH ALL EQUIPMENT RUNNING AT MAXIMUM LOAD
AMBIENT TEMPERATURE DURING TEST	17.8°C (simulated to 35°C by setting fans to max. speed)
BACKGROUND NOISE LEVEL	54.4dB

RESULTS			
		Average	60.4
		Factor for Background Noise	59.1

Further information

We want each Street Hub to provide the best possible experience for users and the communities around them, and will continue to work with councils, police, and the wider community to make sure they do. For more information on Street Hubs and how they are managed contact streethub@bt.com



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October 2021



Street Hubs Beyond connection

Supporting local councils with
digital street communication



Street Hub product statement

v1.0 | February 2021

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Beyond connection

BT is moving public connectivity forward. We're evolving the payphone estate further with a move from InLink to Street Hubs, a sleek modern answer to the demands of a digitally connected, converged-media society.

Councils across the UK used the InLink units to meet key challenges head-on, upgrading local infrastructure, tackling the digital divide, and freeing the high street from unnecessary furniture.

With Street Hubs, we're further transforming the payphone estate – it brings all the existing benefits of InLink but with 75" screens, better Wi-Fi range, environmental monitoring and expanded mobile network coverage with 5G enablement.

We're making streets smarter, with ultrafast Wi-Fi, public messaging and better mobile connectivity. We're making them safer, with ready access to public and emergency services. And we're making them more sustainable, with sensors allowing for 'smart city' planning and reduced street clutter.

Serve your citizens and gain greater insights into your streets for targeted improvements – all at no extra cost.

What is a Street Hub?

Street Hubs are free to use, fully accessible community assets connecting and improving local streets in urban areas. At no cost to taxpayers or end users, Street Hubs provide communities with an unprecedented suite of essential urban tools:

- **Ultrafast public and encrypted Wi-Fi**
- **Access to public services**
- **Multiple accessibility options**
- Powered by **100% renewable carbon-free energy**
- **Inspected weekly and cleaned at least every two weeks**, monitored 24/7
- Secure power-only USB ports for **rapid device charging**
- **Free phone calls**
- **Direct 999 call button**
- **Display community and emergency** (i.e. police) awareness messaging
- **Environmental sensors** to measure air quality, noise, traffic and more.



Contributing to the community

We are committed to ensuring that Street Hubs make a positive contribution to the public realm as well as the communities they are in.

- With a **footprint of just 0.42m²** Street Hubs are smaller than comparable street furniture, and their installation facilitates and **funds the removal of up to two existing BT payphone kiosks**, giving back 1.58m for each installation
- **876 hours of free council advertising** per unit per year
- Direct **access to charities** through the use of the dedicated charity icon on the fully accessible interactive tablet
- **Community notice board** with over 1,000 hours of content per year – the Street Hub team can work with local groups to promote events and activities
- **Discount advertising for local business groups** (such as BIDs and Chambers of Commerce) and their members through our Street Hub Partners Programme
- Business rates for each location are paid when requested by the council, ensuring Street Hubs **make an ongoing financial contribution to the local area.**

Community feedback

Street Hubs are helping to improve streets and public spaces across the UK, as well as helping to better connect local communities.

"We have always been a city with an eye for opportunity and believe the range of free services the InLinks provide is a significant contribution to the Greater Manchester Digital Strategy. As a city, we plan to continue to encourage and support digital innovation which strengthens businesses and investment."

Sir Richard Leese

Leader of Manchester City Council

"By providing facilities for people to make free calls, access free WiFi and information and charge their phones, we move one step closer to becoming an attractive modern city where people are proud to live and work."

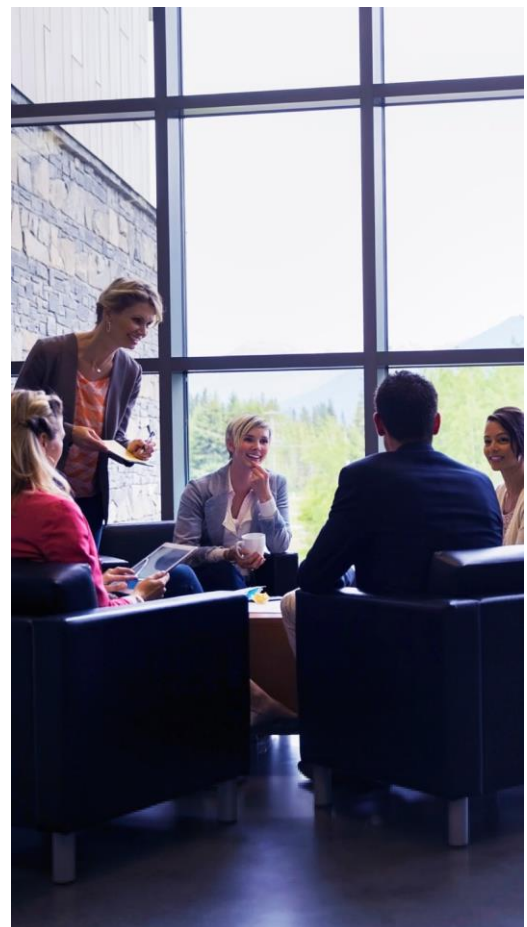
Councillor Chris Hammond

Leader of Southampton City Council and Cabinet Member for Clean Growth & Development

"We're delighted to be on InLinks. At Childline we're always looking at new ways to increase our reach and help as many young people as we possibly can."

Grania Hyde-Smith

National Services Communications Manager for Childline



Our approach

Our approach to planning is to be collaborative with councils wherever possible, working closely with relevant stakeholders to identify suitable sites for Street Hubs and to select which payphones are to be removed.

Once the appropriate permissions have been gained we progress with removals and installations with the minimal possible disruption to residents and businesses.

Activation is as automated as possible to minimise the time our engineers spend setting-up and checking the units are ready for service.

We welcome the opportunity to collaborate on all stages of the rollout in an area wherever possible.

Street Hub design and specifications

Street Hubs are free-standing structures featuring a fully accessible tablet interface and digital HD display screens on two sides. Overall Street Hub dimensions are 35cm deep and 123.6cm wide (reduced tapered footprint is 120.1cm), with a height of 298cm to maximise the Wi-Fi range without dominating the street. A narrow base limits the footprint while ensuring access to wheelchair users.

The screens display content at 10-second intervals, both the commercial content that funds the service as well as a wide range of local community and council content.

The two screens automatically dim at night to 600cd/m², following daylight hours and in accordance with the levels set for this type and size of screen (those under 10m) by the Institute of Lighting Professionals, Professional Lighting Guide 05 2015:

The Brightness of Illuminated Advertisements.

This minimises disturbances to residents in the evening.

There is a video camera above each screen, as well as built into the tablet. These are not currently connected or used in the UK but are ready to deliver community benefits, after consultation and notifying the public and stakeholders through multiple channels.

Accessible for all types of users

Street Hubs have been designed to be accessible to all users, regardless of their physical or technological capabilities, including:

- Tablet interface placed at 1m to provide easy access for wheelchair users
- Easy-touch 999 call button to ensure it can be used regardless of mobility restriction
- High-contrast large type labels
- TalkBack functionality facilitates full access to the tablet for all users
- Hearing induction loops integrated into each unit
- Intuitive touch screen interface.

Next Generation Text Relay makes Street Hubs even more accessible to those who are deaf, hard-of-hearing or speech impaired. Using the tablet callers can type words for a Relay Assistant to then speak to the call recipient. The Relay Assistant types back any responses to the caller, allowing for an effective two-way conversation.



Our Wi-Fi in detail

Street Hubs connect their communities to the fastest and most robust free public Wi-Fi service in the UK, 1Gbps within 150m. Full fibre connectivity enables speeds up to 13.9¹ times faster than standard fixed line home broadband and can handle large numbers of connected users without any reduction in speed.

An omnidirectional outdoor Wi-Fi access point at the top of each Street Hub is connected directly to the fibre broadband network, with co-channel interference mitigated by directing Wi-Fi signals away from neighbouring access points. Our full fibre solution allows capacity upgrades by orders of magnitude (e.g. 1Gbps to 10Gbps) without street works.

Signing up is simple – a one-time email address registration allows automatic connection whenever a user is in range of an active Street Hub. Our customer-first policy means we don't sell email addresses on, and have no pop-up adverts when users reconnect. Content filtering also prohibits access to adults-only websites.

Where a 'superconnected cities' public Wi-Fi service is already provided to the council by BT, this signal can also be broadcast from all Street Hubs in that city at no additional charge.

Interactive tablet

Every Street Hub includes a fully accessible interactive tablet that provides a series of icons that give users access to:

- Local council services
- BT's phone book
- Maps and wayfinding
- One touch connection to four national charities for support
- Local weather information
- FAQs and instructions.

Sessions timeout after 30 seconds of inactivity or when selected, wiping all user sessions clean. The ring-fenced system **does not allow open web browsing.**

¹ May 2020 figures revealed that the average fixed line internet download rate is now 71.8 Mbit/s (up 7.8 Mbit/s in November 2019) – [Ofcom's annual study of fixed line home broadband ISP speeds across the United Kingdom.](#)

Free calls for everyone

Street Hubs allow users to make free calls using two different methods:

- **Directional speaker and built-in microphone**, with noise-cancelling technology and adjustable volume allowing calls to rival a traditional handset in clarity and quality
- **Plugging in a standard headset or earphones** into the built-in headphone jack.

Calls aren't time-limited, but almost all have lasted no more than a few minutes as people use them to call friends, family, local services, taxis, etc.

The tablet and speaker are set back and sheltered from the sides, allowing privacy for personal communications. In addition, **the speaker volume is automatically reduced at night** (except for emergency calls).

Unlike payphones, Street Hubs don't include or need a handset, nor accept incoming calls.

Providing capacity and mobile coverage with small cells

Small cell mobile infill meets the increasing demand for connectivity in the UK, particularly useful in busy urban areas where it's needed most and installing mobile antennae is difficult.

Street Hubs boost 4G and 5G with installed small cells, improving coverage and capacity. Residents, local businesses and visitors get a fast, reliable connection for calls and internet access. Your citizens can enjoy mobile gaming, virtual reality and video streams wherever they are.

Secure fast charging

Two marine grade, waterproof USB ports with Quick Charge 2.0 connected directly to a power source. They cannot exchange data.

These are compatible with all mobile devices, but **also support the next generation of phones** with 20x the charging speed, a great service to tourists and those in an emergency.

Maps and wayfinding

Every Street Hub provides access to maps giving directions to nearby landmarks and services – a valuable resource for visitors or those without access to a smartphone.

They also act as wayfinding boards, giving walkers and cyclists clear directions.

Local advertisers are encouraged to give simple directions to their businesses.

Useful real-time information

We are currently running real-time information from a range of sources, including local weather and transport information. LBC content displayed on the unit shares up-to-the-minute news with local communities, enhancing the outdoor experience.

In the future we're looking to create relevant community content with open APIs. Similarly, we happily work with local authorities, transport

providers, and others to determine what real-time information is most useful to the area and how it can be integrated.

For example, in London we display real-time Transport for London (TfL) tube status information. We're also working with TfL to explore how to incorporate other transport information to help people get around the city.

A platform for community and council content

The rotating content on each Street Hub includes a ring-fenced allocation for community content provided by the local council and community.

Each local authority is provided with 5% of screen time on each Street Hub to promote and educate, equivalent to 876 hours per unit or 438 hours per screen.

This content would be scheduled and (where needed) developed in partnership with BT and Global, and can tell residents and visitors about local services, local events and news, as well as warnings and public notices.

Street Hubs designers also create 'house content' throughout the year relating to key events and holidays. Recent examples include supporting the local council elections through encouraging residents to register to vote, free events during school holidays, London Pride, Black History Month and a diverse editorial calendar throughout the year, supporting our vision for a 21st century community noticeboard.

Street Hubs are more than an advertising screen – they're a key point of reference for local information and **an asset to the community**.

Advertising for businesses of all sizes

Street Hubs represent **the latest in advertising platforms** – an affordable, accessible digital advertising solution that specifically targets Street Hubs close to small businesses.

The Global sales team (responsible for all 'paid for' messaging on Street Hub screens) is set up to **work in partnership** with small and medium-sized enterprises, letting them use the screens to reach audiences and drive business growth.

This advertising revenue lets us provide all our services free of charge, and further rollout of Street Hubs.

Our Global team have increased the accessibility of Street Hubs in two ways:

Programmatic connection

Global have connected Street Hub to DAX, their programmatic platform. This allows Demand Side Platforms (DSPs) to purchase individual ad slots automatically.

Automated scheduling

Global are connecting the scheduling of Street Hub directly to their inhouse booking system. This allows key business partners who use API-enabled platforms to easily book and execute complex and flexible schedules.

Global's award-winning Data Planning team manages G-IQ, a data management platform that is used to ingest first and third-party data to prove the efficacy of our products and the value of the audience. Using trusted data sources and intelligent mapping tools we can plan effective campaigns.

Their unique position as a media owner of channels like Outdoor, Radio and Online allows for more creative scope. For example, it's seen innovative multiple-media campaigns deliver both digital Outdoor messaging in sync with Radio commercials.

Content standards

Street Hubs are funded through the display of advertising in conjunction with other council and community content.

Our Global team coordinate with advertisers, brands and specialists on commercial content, guided by:

- Committee of Advertising Practice (CAP) Code of Practice
- Guidance for Digital Roadside
- Advertising and Proposed Best Practice from Transport for London
- Non Broadcast Advertising and Direct Promotional Marketing (CAP) Self Regulation Guidelines
- and resources from other authorities as necessary.

For full specifications of our screens please refer to page 15, 'Digital Display Screen Technical Specification'.

Safer communities

Every Street Hub includes a direct **999 call button** that **automatically shares its location** with the authorities, improving safety in an area and helping in the reporting of crime and disorder.

A two-push approach reduces the chance of accidental calls, with a voice prompting users to push the button a second time to confirm.

Street Hubs can also support campaigns with local police and other authorities. For more information see the communities section.

Emergency messaging

Back-end systems allow us to control screens dynamically through our head office. Groups such as the police can quickly display emergency and community awareness messaging – see our case study from Camden for an example.

In the event of an emergency or major event, regular content can be replaced with urgent, useful messaging alerting the public to major incidents and offering advice.

As each Street Hub is addressable, we can give specific instructions on individual screens steering people away from a particular area or providing alternatives to travel.



Combating anti-social behaviour

Street Hubs are operated in accordance with the Street Hub Anti-Social Behaviour Management Plan that was developed with assistance from the police and a number of local authorities.

Automatic anti-social call blocking technology uses anonymised data to identify suspicious call patterns and phone numbers. Identified numbers are blocked on Street Hubs across the UK, while still allowing genuine users to benefit from the free phone call service.

Depending on circumstances, other measures can be taken including further reducing call volumes, restricting calls at certain times, or only allowing headset calls.

Recommendations from groups like the police may mean quicker implementation of measures, for example temporarily restricting mobile calls

where a Street Hub has been misused to buy illegal drugs. Subject to internal processes, the police can 'whitelist' a specific number where there is an operational need, i.e. involved in an active investigation.

People can contact StreetHub@bt.com to report technical issues, antisocial behaviour involving a Street Hub, or to claim their number has been flagged in error. Their case will be considered in

consultation with the police and local council where appropriate. This option will be highlighted on the screen when a call is attempted to a restricted number. Emails sent from police.uk or .gov email addresses will be treated as a priority.

Should it not be possible or convenient to send an email, it's possible to call the Street Hub helpline on 0800661610 (open 24 hours 7 days).

As BT is designated by OFCOM as a Universal Service Provider of public call boxes, any decision to restrict phone service will need to be made exclusively by BT. Decisions to change any service will be based on details provided by police and local authorities:

- A description of the issue and when it occurred / occurs
- Location of the Street Hub(s) involved and how they contributed.

Changes will be viewed as temporary (typically 3 months, or 12 in high-risk areas) and reviewed later.

Environmental performance

All Street Hubs are **powered by 100% renewable carbon-free energy**, with energy efficiency prioritised throughout the design process.

- A state-of-the-art LED-backlit LCD screen that consumes approximately 60% less power than Cold Cathode Fluorescent Tubes
- Screen filters reflect light reducing the need for high power, noisy cooling systems typically seen in competing solutions
- Industrial-grade components designed to function at high temperatures lower the need for cooling without compromising performance
- Passive design for cooling, i.e. aluminium casing for better thermal dissipation
- High-efficiency power supplies providing 80% or better efficiency, compared to 65-70% of typical components.
- Noise from cabinet and equipment should not exceed: 41dB at a distance of 3 metres during day, 35 dB at a distance of 3 metres during night, Operational volume should not exceed 60dB at a distance of 1 metre.

Air quality monitoring

Across the UK, we're trialling air quality monitoring equipment within Street Hubs. The information from these sensors could be used by participating (and interested) councils and researchers to complement other data sources and improve local decision making.

Councils adopting Street Hub are invited to express interest in being involved in this trial. Feedback from participants will guide how the data is communicated and used.

Initially, we're looking at the potential measurement of the following elements of air pollution:

- Carbon Monoxide (CO)
- Nitrogen Dioxide (NO₂)
- Nitric Oxide (NO).

Further work is being undertaken on the possible measurement of:

- Ground Ozone Level (O₃)
- Particles (PM_{2.5})
- Particles (PM₁₀)
- Sulphur Dioxide (SO₂).

Measurement for each of the above are being assessed on their individual merits, and a decision of which to include in a given Street Hub and when has not yet been made.

"We are excited to be working with BT to equip their street furniture with our innovative technology to monitor and reduce carbon emissions. This will help local authorities monitor their carbon footprint in real-time, identify the best opportunities to cut emissions, and access new funding for the necessary investments. At scale, the UK could become the first nation to continuously monitor carbon emissions over its entire territory. This would boost its goal of net zero by 2050."

Mathieu Carlier
CEO of Everimpact

Additional smart city sensors and data collection for community benefit



Street Hubs collect and display useful, real-time data and insights from communities to help government officials and local decision makers get more from the space around them.

As with the air quality trial highlighted above, the modular nature of Street Hubs lets us improve, evaluate and invest in tools and techniques to collect meaningful insights, i.e.:

- Counting pedestrian numbers
- Measuring traffic congestion
- Bike and vehicle counting
- Environmental factors like sound and light.

Continued investment allows 'smart cities' to improve public well-being and health with data. This kind of **data is most powerful when shared**, so we would look to make these insights available to communities as permitted by law and within our Privacy Notice and Terms of Use.

Installing a Street Hub

Several steps are involved in the installation of a Street Hub once approval is obtained from the relevant local authority:

1. Preparation works

Before work starts each site is surveyed to identify services and other underground infrastructure (e.g. water or gas pipes) so our teams do not disrupt services.

2. Safety comes first

Our deployment teams will set up barriers to restrict access to the work area. These are based on permits obtained from the local authority.

3. Payphone removals

Street Hubs are often installed on the same location as an existing BT payphone so the first works you may see are teams disconnecting and removing existing kiosks.

4. Preparation of foundations

Each Street Hub sits on a metal base plate, part of a concrete foundation, 30-40cm below ground level with ducting to allow connection to fibre and power. It's designed to easily withstand being pushed by individuals or high winds, and fall slowly if struck by a vehicle – with internal sensors notifying us of the event.

5. Connecting services

Power is connected by the Distribution Network Operator (DNO). Fibre is connected by Openreach. Both may need ducting run from nearby infrastructure, such as broadband cabinets. The teams responsible for this work will typically receive work permits from the local authority in accordance with an area identified at survey.

6. Lifting the Street Hub into place

Each Street Hub is typically lifted by small crane from a flatbed truck onto the metal baseplate about 1-3 days after the building of the foundation. At this time any remaining barriers are removed.

7. Connecting services

Once installed, our engineering teams do the necessary testing and configuration to go live – typically within two weeks of installation, but sometimes longer.



Materials

Maintainability and durability were key considerations in the design, with regular cleaning and servicing planned – please see 'Management, maintenance and operational strategy' section below. High-quality materials ensure longevity, holding up to abuse and diminishing scratches.

- Galvanised mild steel structure, powder coated external grade aluminium exterior
- Painted powder coated aluminium main casing – attractive, durable, easy to service, and cooling
- Displays fronted by tempered and laminated glass to reduce glare
- RF transparent radio compartment

The modular design of exterior and interior components makes servicing simple and economical.

Digital display screen technical specification

The technical specification of the two digital display screens are as follows.

Screen Panel Type:	LCD
Screen Dimensions:	95cm wide x 167cm high (75 inch in portrait)
Screen Area:	1.586m²
Resolution:	3840 x 2160 UHD
Maximum Daytime Brightness:	2500 cd/m ² (Typ.)
Maximum Night-time Brightness:	600 cd/m² (Typ.)
Contrast Ratio:	1200:1 (Typ.)
Display Colours:	10bit (D) 1.07 Billion Colours
Viewing Angle:	178/178 degrees
Lamp Type:	LED
Operating Temperature:	0~50°C
Sunlight Readable:	Yes

The proposed usage for the screens has been set in accordance with Transport for London's (TfL) policy document 'Guidance for Digital Roadside Advertising and Proposed Best Practice – 2013'.

In addition to the above conditions, each Street Hub location has been assessed against and would comply with the following additional criteria from the TfL guidance.

- There would be no conflict with any traffic signs, signals, crossing points, schools, hospitals or low bridges.
- No sightlines or clearances would be affected.
- The TfL guidance states that 'Static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted.' There are existing traditional advertisement on similar sections of the respective roads in many cases.
- The geometry of the roads is not complicated and the driving conditions are not considered to be demanding or complicated.
- The advertisements would not be experienced by a driver in conjunction with any other similar digital advertisements.
- As per the TfL guidance, the advertisements would be located as close to the driver's natural eyeline as possible and facing as head-on to the traffic as is practical.

The lighting levels noted above are within the levels set for this type and size of screen (those under 10m²) as set by the Institute of Lighting Professionals, Professional Lighting Guide 05: The Brightness of Illuminated Advertisements.

Management, maintenance, and operational strategy

BT is responsible for the management of Street Hub services with each unit physically inspected weekly across the estate.

Inspection regimes

The Street Hubs are visited every two weeks for cleaning, by hand and with pressure washers. The materials used make this process easy with defined materials and processes. Whilst cleaners are on site, they check for damage and ensure the tablets and screens are working.

In addition, our in-field quality inspection teams visit at least every two weeks on an alternative schedule to our cleaning team, performing several checks including (but not limited to):

- Full walk-around with supporting photos to check for damage, graffiti and black screens
- Functionality checks on the tablet to test calls, maps, 999 and USB charging.

We can also send out emergency visits if reported as necessary by internal sensors.

Monitoring and repair management

Street Hubs are monitored remotely 24/7, our primary mechanism to spot faults with the above local inspections ensuring the effectiveness of this monitoring.

Once identified, we have processes to resolve issues within agreed service levels. Most will be resolved within three working days, with safety and power issues having a more rapid resolution target than cosmetic issues like graffiti.

Future upgrades

We plan to make changes as needed to address identified faults or to improve services. Whilst some may involve physical attendance at the unit, the majority will be done remotely via software upgrades. All updates are rigorously quality assured before release.

Appendices

The below case studies are from implementation of the current InLink units. With the improved functionality of Street Hubs, we would expect greater results across a larger number of areas, e.g. environmental protection and traffic monitoring with the additional sensors.

Case study

COVID-19 messaging

Millions of people in UK towns and cities saw public health information during the pandemic, thanks to the street transformation team's support of three key information initiatives.

Public Health England campaign (PHE)



We **doubled screen time** for the PHE Stay at Home campaign, regularly updating guidelines into short, digestible snippets on Street Hubs across the UK.

Local council support



We **collaborated with local councils** to offer support for localised messaging.

London Mayor's Office (GLC)



We supported GLC messaging for consistent communication across **14 London boroughs** with the **Stay at Home** and **London Together** campaigns.

Case study

Restoring pavements across the UK

Brixton is a key transport interchange, entertainment and shopping precinct, and civic centre in south London. This role means in the past there was strong demand for payphones with many previously provided by BT still in the area.

The InLink on Coldharbour Lane opposite the Town Hall has replaced existing payphones that were associated with a range of anti-social activities.

On this site we reclaimed 3.78m² of pavement space for the community, allowing for the future expansion of nearby bicycle parking racks.

Before



After



Case study

Working with local police

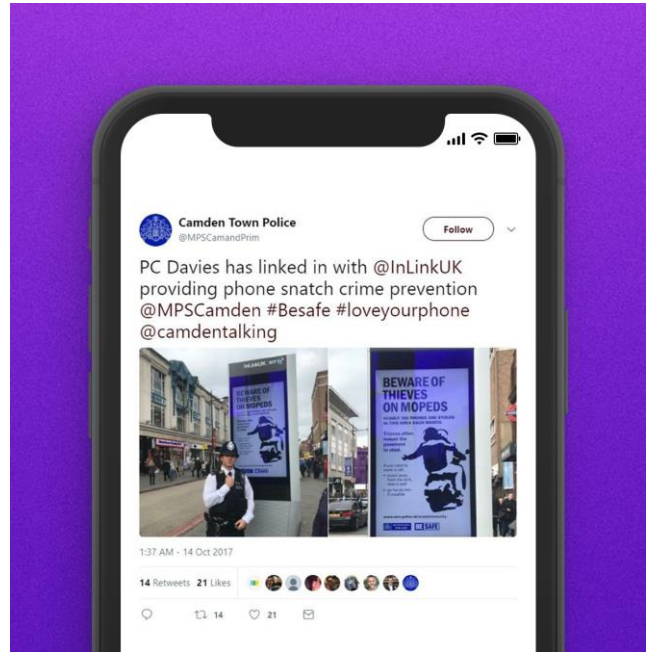
The InLinkUK team partnered with the Camden Town Police in north London to help raise awareness of the threat posed by phone snatchers on mopeds.

Content was created for the campaign and included on InLinks in the Camden area, as seen on this one with PC Davies just by Camden Town Tube.

Over the course of the campaign there was a significant reduction in the number of phones reported stolen. Our team is now looking to roll this and similar campaigns out in other areas.

InLinks have also been used to promote local neighbourhood meetings, such as the example shown here from a trial with the Safer Neighbourhood team in the London Borough of Southwark.

Similar content was shown on screens in the specific ward area to help raise awareness among the local community and to encourage those interested to attend.



Case study

Supporting democracy

As local community infrastructure each InLink can act as a local notice board for its area, with this functionality proving particularly useful in the lead up to and during elections.

During the 2018 local government elections InLink screens throughout the UK encouraged voters check and update their voter registrations.

Screens were also used to promote government campaigns against voter intimidation, including this example from the London Borough of Tower Hamlets in conjunction with CrimeStoppers and the Electoral Commission that was presented in a range of different languages.



Case study

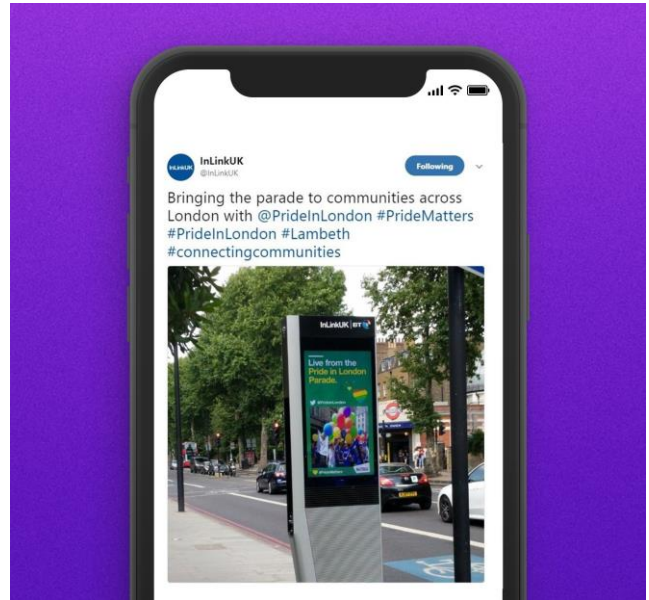
Live content from London Pride

In 2018 InLinkUK were an official media partner for Pride in London with the InLink screens used in the lead up to and during major events to highlight the occasion.

Ahead of the major events, creative content was displayed to promote Pride Month across the entire InLink estate in the UK.

A range of special 'Did you know?' facts were also shown on InLink screens throughout London highlighting the challenges still faced by the LGBT+ community and the work of volunteers delivering Pride in London.

An estimated 30,000 people took part in the Pride March and more than one million came into the city to watch in person, with those in other parts of London able to see highlights that were being shown on the InLink screens.



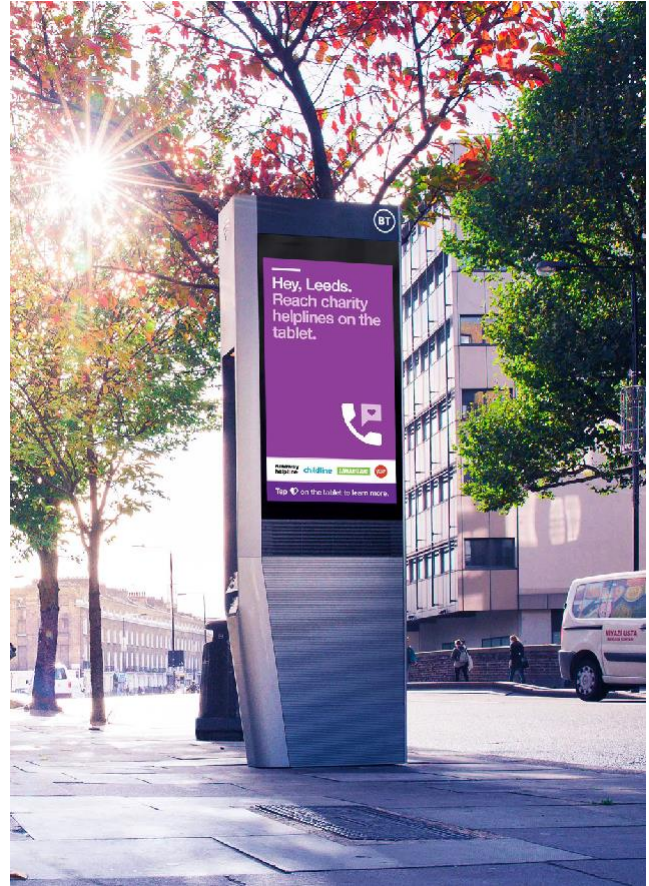
Case study

Helped local and national charities

InLinkUK worked with a range of charity stakeholders to support their work in the community, with a 'Charity Tile' on the InLink tablet that provides access to a range of key organisations.

Childline, End Youth Homelessness, Runaway Helpline and Samaritans teamed up with InLinkUK to provide users with direct access to their services.

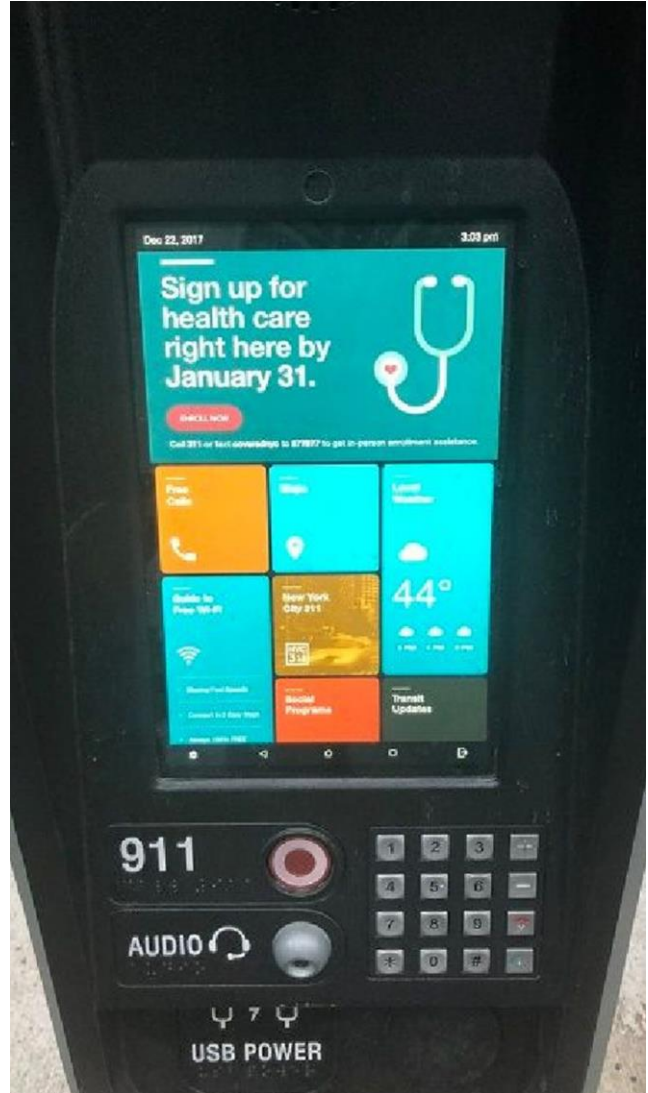
This was complemented by a range of content included on the screens to raise awareness and support the work of local and national charities.



Case study

Helping rough sleepers

During the 'Beast from the East' storms in April 2018 InLinks were used to display content from StreetLink that provided those nearby with information on how to help rough sleepers who were still outside during the bad weather.





Offices Worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

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February 2021

MI;
Our Ref: EDN113

Solutions30
Solutions for New Technologies

City of Edinburgh Council
Waverley Court
4 E Market Street
Edinburgh
EH8 8BG

Centrum House
38 Queen Street
Glasgow
G1 3DX

Dear Planning,

**BT STREET HUB PROJECT
FULL PLANNING AND ADVERTISING APPLICATION
EDN113- Pavement o/s White Park, Edinburgh EH11 1TZ**

We write on behalf of our client, BT, following our pre- application consultation relating to various sites across your authority for the installation of BT Street Hubs and the associated removal of BT payphones. Taking onboard the comments received, BT are moving forward with this particular case and are applying to City of Edinburgh Council for full planning permission and advertisement consent for installation of 1no. BT Street Hub and removal of 2no. associated BT payphones.

The InLink UK service was first launched in 2017 and since then 494 InLink structures were rolled out in 23 cities. These units offer 1Gbps free public Wi-Fi, free UK calls, USB charging, an emergency services button and a range of other digital services for those in the vicinity. HD displays on the sides are used to carry advertising, which helped to fund the units, but the screens can also show local content free of charge. The suppliers of the InLinks unfortunately went into administration in 2019 and are no longer able to supply units to BT, hence this product is no longer available. Since then, BT have been working on a new and improved unit, the BT Street Hub, that they are keen to rollout in Edinburgh and all major UK cities.

BT Street Hub Project

BT is continuing to move forward with public connectivity and benefits in which Street Hubs will provide a sleek and modern answer to the demands of a digitally connected society. BT Street Hubs have all the existing features of the previous InLink unit, but has better Wi-Fi range, environmental sensors, insight counting and small cell mobile connectivity. The addition of the 5G small cells to Street Hubs is very much in line with current UK Government's guidance on communications infrastructure and the National Infrastructure Strategy. This is echoed in the Government's commitment towards telecommunications deployment which has been strengthened since the conception of InLinks and NPF3 in particular, confirms that, 'Advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being. Planning policies and decisions should support

the expansion of electronic communications networks, including next generation mobile technology (such as 5G)".

Since the rollout of InLinks, there has been increased focus on green initiatives and environmental monitoring. Street Hubs take this into account and have sensors that can count pedestrian, cyclist and vehicle movements as well as monitor air, sound and light. This free information has its own dashboard and will help the planning system actively manage patterns of growth in support of national air quality objectives and the Governments ten-point plan for a Green Industrial Revolution. It will be a useful source of real-time data in the delivery of the Council's own green agenda, travel plans and can be used to present a business case for carbon offset credit.

Overall, Street Hubs will help future proof the high street making them smarter, safer, and more sustainable. Investment in the high street is at an all-time low, but that has not slowed BT down as they look to ramp up their rollout of new Street Hubs across the UK. They are continuing their commitment to invest and improve in the high street, with one Street Hub at a time, and with that decluttering these environments with the associated removal of existing BT phone boxes.

This submission comprises of the following documents:

- Site specific Planning and Design and Access statement;
- 1App forms and certificates generated by the Planning Portal;
- The prescribed fee of £500 paid directly to the Council via the Planning Portal;
- Drawings including location plan map, proposed site plan, existing and proposed elevations;
- BT Street Hub Product Statement giving full details of the proposed structure;
- BT Anti-Social Behaviour Management Plan;
- 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015 for your reference;
- International Commission on Non-Ionizing Radiation Protection (ICNIRP) certificate.

Where possible, we have specifically drawn the red line around the proposed BT Street Hub and the associated BT phone boxes found immediately adjacent to try and encompass the removals as well.

The application site and proposal is within adopted highways controlled land, maintained at public expense. As BT are a statutory undertaker on such land, a developer's notice has been served on the Highways Authority and any others who have been identified from Land Registry records as being an owner of the land.

We trust the applications can be registered at your earliest opportunity, in which should you require any further information or have any queries please do not hesitate to email me.

Yours sincerely,

Callum McKenna
Solutions 30 UK

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Planning, Design and Access Statement

Our Ref.	EDN113
Lat/Long	55.937837 , -3.2318870
Project Type	BT Street Hub
Conservation Area	No
Statutory Listed Buildings in vicinity	No

As part of our collaborative approach to connecting and improving local streets, Full Planning Permission and Express Advertisement Consent is sought for the installation of 1no. BT Street Hub and removal of 2no. associated BT payphones.

<p>Proposed Removal 1 01313132401 - PCO PCO1 WHITE PARK EDINBURGH (55.93781965, -3.23185433)</p>	<p>Proposed Removal 2 01313132413- PCO1 DALRY ROAD EDINBURGH (55.93940212, -3.22634918)</p>
	

Proposed Install:

Pavement o/s White Park, Edinburgh EH11 1TZ

Existing Site



Photomontage



Planning Policy

This application is for full planning permission under the Town and Country Planning (Development Management Procedure) (Scotland) Regulations 2013 [2013 Regulations] and express advertisement consent under Part II (5) of The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 [the Regulations]. An application to a planning authority for planning permission (other than planning permission in principle) is to be made in accordance with regulation 13. Under the Advertisement Regulations, Express Consent is required for the advertisement element, notably the 2no digital screens on each side of the Street Hub. As per Part II (4) of the Regulations, applications for Express Advertisement Consent must be determined in the interests of amenity and public safety, considering (a) the provisions of the development plan, so far as they are material, and (b) any other relevant factors.

UK Digital Strategy

Digital connectivity is now considered to be a utility, and modern life is increasingly impossible without it. Connectivity drives productivity and innovation and is the physical underpinning of a digital nation. Being connected is fundamental to the success in our modern world and Street Hub provides a cost-free way for communities to get online and take advantage of available opportunities. The Government has committed that 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.

National Infrastructure Strategy

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Published in November 2020, the Government acknowledges in its National Infrastructure Strategy that investment in our infrastructure is critical as the UK seeks to recover from the Covid-19 pandemic. The Strategy puts innovation and new technology at its heart, in which BT Street Hub is at the forefront of this technological revolution. The Government's ambition is to support fast and reliable digital connectivity that can deliver economic, social and well-being benefits because new technologies have enormous potential to improve the environment and the daily lives of people across the UK. BT Street Hub can contribute to this with its suite of features, including Wi-Fi and small 5G cells capabilities, air monitoring and much more.

Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984

The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 set out the Government's advertisement control planning policies for Scotland and how these are expected to be applied and is considered to be a material consideration for the Express Advertisement Consent application.

The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 state the following specifically in relation to advertisement control:

"PART II- General Provisions

Control of advertisements to be exercised in the interests of amenity and public safety.

4. – (1) The powers conferred by these regulations with respect to the grant or refusal of consent for the display of advertisements, the revocation or modification of such consent, and the discontinuance of the display advertisements with consent deemed to be granted, shall be exercisable only in the interests of amenity and public safety.

(2) When exercising such powers, a planning authority-

(a) shall, in the interests of amenity, determine the suitability of the use of a site for the display of advertisements in the light of the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest; and when assessing the general characteristics of the locality the authority may disregard any advertisements being displayed therein;

(b) shall, in the interests of public safety, have regard to the safety of persons who may use any road, railway, waterway (including coastal waters), dock, harbour, or airfield affected or likely to be affected by any display of advertisements; and shall in particular consider whether any such display is likely to obscure, or hinder the ready interpretation of any road traffic sign, railway signal, or aid to navigation by water or air;

But without prejudice to their power to have regard to any other material factor.”

Third National Planning Framework

The Third National Planning Framework (NPF3) was published in 2014 and sets out a long-term vision for development and investment across Scotland over the next 20 to 30 years. One of the main ambitions for the NPF3 is to create a country which is a connected place with easy access to high-speed fixed and mobile digital networks. Additionally, the NPF3 aims to create high quality, diverse and sustainable places that promote well-being and attract investment. The advertisement aspect of the Street Hubs and the multi-faceted uses that are possible can bring high-quality design, connectivity and diversity to urban areas.

Paragraph 5.8 states connectivity is not just about enabling physical movement, but also virtual links. High quality mobile and fixed broadband connections have become essential to support communities and business development in both rural and urban areas.

Paragraph 5.16 requires strengthened digital infrastructure to support Scottish aspirations for more sustainable cities which attract new business. The NPF3 expects cities to become significantly ‘smarter’ in the next few years, using population density and shared infrastructure to further increase access to high performing digital services.

Paragraph 5.35 states improved digital infrastructure, both fixed and mobile, is essential to support sustainable economic growth and better connect people and communities. Planning makes Scotland a connected place – supporting better transport and digital connectivity.

Scottish Planning Policy (SPP)

Scottish Planning Policy was published in June 2014. The purpose of the SPP is to set out national planning policies which reflect Scottish Ministers priorities for operation of the planning system and for the development and use of land.

Paragraph 2 states that planning should take a positive approach to enabling high-quality development and making efficient use of land to deliver long-term benefits for the public while protecting and enhancing natural and cultural resources.

Paragraph 293 ‘Supporting Digital Connectivity’ requires the planning system to support:

- development which helps deliver the Scottish Government’s commitment to worldclass digital connectivity;

- the need for networks to evolve and respond to technology improvements and new services;
- inclusion of digital infrastructure in new homes and business premises; and
- infrastructure provision which is sited and designed to keep environmental impacts to a minimum.

Designing Streets and Designing Places: A Policy Statement for Scotland

Designing Places and Designing Streets stand together as the two key design policy statements for Scotland and can be a material planning consideration. Within the *Designing Places* document, there are six qualities of successful places:

- Distinctive
- Safe & pleasant
- Easy to move around
- Welcoming
- Adaptable
- Resource efficient

The BT Street hubs are designed to improve and enhance the areas they are placed within. As this application involves the removal of dilapidated phone boxes with a modern and clean designed unit, the street design and sense of place will be enhanced. As the BT Street Hubs are more suited to the current societal needs of urban areas with multi-faceted benefits such as advertising, air quality monitoring and tourist info, the six qualities of successful places can be met. Additionally, the removal of multiple phone boxes with a singular Street Hub, would be reducing the street clutter of urban areas.

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Supplementary Planning Guidance- ‘Advertisements, Sponsorship and City Dressing’ (2013)

This provides further guidance on street furniture and the use of advertising. The SPG outlines the Council’s aspirations and vision for a consistent, high-quality approach to the City’s streetscape and public spaces. The SPG also states that digital advertising will be acceptable in principle in all its forms in defined town centres, other commercial and established advertising locations provided that there will be no adverse impacts on amenity and public/road safety. Factors relevant to amenity considerations include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest in the immediate neighbourhood of the site where residents and passers-by will be aware of the advertisement. It is suggested in guidance that advertisements would not adversely affect visual amenity where the sites adjoin busy roads or are located within the industrial or commercial areas of major towns and cities.

Local Planning Policy

Edinburgh Public Realm Strategy (2009)

“Edinburgh recognises that the public realm forms an integral part of the public face of the city. Edinburgh will develop and maintain a high-quality public realm to complement the outstanding built and natural qualities of this unique capital city”.

In this strategy, there are five main reasons why investing in Edinburgh’s public realm is important:

- Economic Growth and Inward Investment
- Tourism
- Place-Making
- Social Inclusion and Accessibility
- Sustainability, Health and Wellbeing

The BT Street Hub project can improve aspects of the above reasons. Tourism is facilitated through the interactive tourist information service and can advertise local events/landmarks. Additionally, with the 5% advertising time designated to the Council, local events, updates etc. can be communicated through the street hubs e.g., Edinburgh Fringe Festival locations/directions/events.

By replacing old, dilapidated phone boxes with modern, street hubs, the streets of Edinburgh can be decluttered and opened up for pedestrians, giving a less untidy feel and a better sense of place. BT Street Hubs are an efficient use of space on the street scene, providing multiple services within a small area of space.

During the pandemic, BT Street Hubs throughout the UK acted as noticeboards for COVID restrictions and updates. This gave members of the public another medium for receiving updates and advice which allowed for more widespread and diversified coverage. Social inclusion was improved through this as members of the public without access (or limited access) to the internet were given an alternative option for receiving updates. Providing a free Wi-Fi service to the areas in which street hubs are installed helps equalise internet access to members of the public and helps people suffering from internet poverty utilise online services.

The BT Street Hub project provides the opportunity for sustainability within Edinburgh through economic growth, social improvement and environmental consideration. The advertising opportunities that this project will bring to Edinburgh can provide a local boost to the economy. The emergency services installed within the Street Hubs and the inclusion of camera equipment will help reduce anti-social/criminal behaviour and will improve the access to emergency services. All BT Street Hubs run off 100% renewable energy and use efficient LED lighting which dims at night to reduce usage.

Edinburgh Planning Guidance Advertisements, Sponsorship and City Dressing (2013)

This guidance applies city-wide to proposals involving the display of advertisements with the exception of shopfront signage.

“With regard to all advertisements, the following guidance will apply:

- *Only the static illumination of signs will be permitted.*
- *In the interests of public safety, signs on principal traffic routes which could be confused with, or are in close proximity to traffic signals should not show red or green when illuminated.*
- *Advertisements should not adversely affect the settings of listed buildings.*
- *All fixings should be kept to a minimum, be discreetly located and should not damage historic fabric.”*

This guidance has been utilised in the site selection and design process. The Street Hubs are capable of using moving images to display advertisements however, when in proximity to a road, these are left static. Due to both the proximity to a road and the above planning guidance, the Street Hub will only display static imagery.

Edinburgh Local Development Plan (Adopted November 2016)

The City of Edinburgh Council’s Local Plan addresses the City’s role in creating attractive places with a high-quality public realm. It is considered that the following City of Edinburgh policies are applicable and in accordance with this case:

- Policy Des 1 Design Quality and Context
- Policy Des 3 Development Design - Incorporating and Enhancing Existing and Potential Features
- Policy Des 5 Development Design – Amenity
- Policy Des 8 Public Realm and Landscape Design
- Policy Ret 2 – City Centre Retail Core
- Policy Ret 3- Town Centres
- Policy Ret 6- Out-of-Centre Development
- Policy RS 7 Telecommunications

Policy Des 1- ‘Design Quality and Context’

“Planning permission will be granted for development where it is demonstrated that the proposal will create or contribute towards a sense of place. Design should be based on an overall design concept that draws upon positive characteristics of the surrounding area. Planning permission will not be granted for poor quality or inappropriate design or for proposals that would be damaging to the character or appearance of the area around it, particularly where this has a special importance.”

The BT Street Hubs have been designed to be as minimal on the surrounding character and setting of the areas in which they are sited. The border of the main display consists of darker shades to soften the visual impact of each unit and to keep the impacts of amenity and setting to an acceptable level. Lighting is reduced at night to reduce the impact on light pollution and to keep from being an overbearing visual addition to the street scene. There is a frequent maintenance schedule for each unit wherein they are cleaned regularly and kept in working condition. Unlike the predeceasing phone boxes which have fallen into disrepair and accommodate anti-social behaviour, the new BT Street Hubs will act as a modern, clean and usable street furniture replacement. This proposal will be of a high-quality design

and usability, directly improving the street scene of the area by replacing a dilapidated, and anti-social item of street furniture.

Policy Des 3 Development Design – ‘Incorporating and Enhancing Existing and Potential Features’

“Planning permission will be granted for development where it is demonstrated that existing characteristics and features worthy of retention on the site and in the surrounding area, have been identified, incorporated and enhanced through its design”.

Policy Des 5 ‘Development Design – Amenity’

“Planning permission will be granted for development where it is demonstrated that:

a) the amenity of neighbouring developments is not adversely affected and that future occupiers have acceptable levels of amenity in relation to noise, daylight, sunlight, privacy or immediate outlook

b) the design will facilitate adaptability in the future to the needs of different occupiers, and in appropriate locations will promote opportunities for mixed uses

c) community security will be promoted by providing active frontages to more important thoroughfares and designing for natural surveillance over all footpaths and open areas

d) a clear distinction is made between public and private spaces, with the latter provided in enclosed or defensible forms

e) refuse and recycling facilities, cycle storage, low and zero carbon technology, telecommunications equipment, plant and services have been sensitively integrated into the design”

The BT Street Hubs provide a network service to the immediate area without the requirement for harsh, utilitarian street additions (e.g. Telecommunication Masts) while simultaneously acting as an advertisement, interactive tourist information hub, air quality monitoring hub with emergency services. This proposal accords with Policy Des 5 as it sensitively integrates, telecommunications equipment into a valuable addition to the street scene.

Policy Des 8- ‘Public Realm and Landscape Design’

“Planning permission will be granted for development where all external spaces, and features, including streets, footpaths, civic spaces, green spaces boundary treatments and public art have been designed as an integral part of the scheme as a whole, and it has been demonstrated that:

a) the design and the materials to be used are appropriate for their intended purpose, to the use and character of the area generally, especially where this has a special interest or importance.

b) the different elements of paving, landscaping and street furniture are coordinated to avoid a sense of clutter, and in larger schemes design and provision will be coordinated over different phases of a development.

c) particular consideration has been given, if appropriate, to the planting of trees to provide a setting for buildings, boundaries and road sides and create a robust landscape structure

d) a satisfactory scheme of maintenance will be put in place.”

Policy Ret 2- ‘City Centre Retail Core’

“Planning permission for retail development in the city centre retail core will be granted having regard to the following considerations:

- a) whether the proposal will provide high quality, commercially attractive units to a high standard of design that will strengthen the role of Edinburgh as a regional shopping centre, safeguard historic character and improve the appearance of the city centre.*
- b) whether the proposal will reinforce the retail vitality of the shopping streets in the retail core.*
- c) whether the proposal has paid special attention to upper floors if not to be used for retail purposes, and how these may be put to, or brought into beneficial use which will enhance city centre character.*
- d) whether the proposal will help to create a safe and attractive pedestrian environment, safeguard historic character and improve the appearance of the city centre including the public realm.*

Planning permission will be granted for retail development on sites which adjoin or can form an effective extension to the city centre retail core if it is clear that no suitable sites are available within the city centre retail core, and subject to considerations a) to d) above.”

Policy Ret 3- ‘Town Centres’

“Planning permission will be granted for retail development within a town centre, where it has been demonstrated that:

- a) there will be no significant adverse effects on the vitality and viability of the city centre retail core or any other town centre.*
- b) the proposal is for a development that will be integrated satisfactorily into the centre and will help to maintain a compact centre.*
- c) the proposal is compatible, in terms of scale and type, with the character and function of the centre.*
- d) the proposal will reinforce the retail vitality and improve the appearance, including public realm.*
- e) or can form an effective extension to the centre by promoting linked trips with safe and easy access to the town centre, where it is clear the proposal will help to improve the accessibility of the centre for all transport modes.*

Planning permission will be granted for retail development on sites which adjoin the boundary of a town centre or can form an effective extension to the centre, and if it is clear that no suitable sites are available within the town centre itself, and subject to considerations a) to e) above.”

Policy Ret 6- ‘Out-of-Centre Development

“Proposals for retail development in an out-of-centre location will only be permitted provided it has been demonstrated that:

- a) the proposal will address a quantitative or qualitative deficiency or will meet the needs of an expanding residential or working population within its catchment area.*

b) all potential sites, either within or on the edge of an identified centre (see Table 6), have been assessed and can be discounted as unsuitable or unavailable .

c) the proposal will not have a significant adverse effect, either individually or cumulatively with other developments, on the vitality and viability of any existing centre.

d) the site is or can be made easily accessible by a choice of transport modes and will reduce the length and overall number of shopping trips made by car.”

Policy RS 7- ‘Telecommunications’

“Planning permission will be granted for telecommunications development provided: a) the visual impact of the proposed development has been minimised through careful siting, design and, where appropriate, landscaping b) it has been demonstrated that all practicable options and alternative sites have been considered, including the possibility of using existing masts, structures and buildings and/or site sharing c) the proposal would not harm the built or natural heritage of the city.”

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Pre-application advice

A formal pre-application consultation request was sent to Edinburgh City Council on 28/08/2021 which introduced the BT Street Hub project and 11 potential Street Hub sites found around the authority.

Comments were received on 22/09/2021 by City of Edinburgh Council regarding the 11 sites. Concerns were raised regarding the siting of the proposed Street Hubs within the World Heritage Site in Edinburgh and that they would be an obtrusive addition to the street scene within these locations. Since this feedback, the 11 initial site locations within the World Heritage Site have been put on hold and a further search has been carried out to identify possible Street Hub locations in less sensitive locations across Edinburgh. The recent search identified 26 possible Street Hub locations across the Edinburgh area. The alternative sites are considered to be more sympathetic and acceptable on the Edinburgh street scene. Areas where shopfronts and utilitarian street furniture are more prominent at street level have been chosen to host the new sites in order to improve and enhance the street scenes within Edinburgh.

An email was sent to Alan Moonie of Edinburgh City Council's planning department on 13/12/2021 which confirmed an understanding of the concerns raised to the initial batch of 11 Street Hub locations in the World Heritage Area and outlined our intention to carry out a search to identify some less sensitive Street Hub locations. We received a response from Alan Moonie on 16/12/21 which stated: *"I have had a quick catch up with colleagues to discuss the potential for the hubs to go into the areas that are outwith the city centre and we feel that the structures would still be an intrusive addition to the streetscape given their scale and form. It is unlikely that we would support them, but that would have to be tested through the formal application process."*

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Based on the advice provided by Edinburgh Council, the proposed new Street Hub sites will be progressed through to the formal planning process. It is believed that these sites accord with Edinburgh's local planning policies and have been designed to improve and enhance the street scene with the pre-application comments considered.

Direct Replacement

In this instance the proposed Street Hub will be a direct conversion of the existing phone kiosk. This has been proposed as the existing payphone location is suitable to host a Street Hub without creating a narrow pavement and would benefit being adjacent to a main traffic route and on a busy pedestrian route. This would involve the direct replacement of phone kiosk '01313132401' and the complete removal of phone kiosk '01313132413'.

Planning History

LPA Ref: 21/04407/ADV

Proposal: Advertisement of the following types: Fascia sign.

Address: 398 Gorgie Road Edinburgh EH11 2BF

Decision: Granted

Decision Date: Mon 18 Oct 2021

LPA Ref: 20/01326/ADV

Proposal: The installation on 3 No. new digital freestanding signs and 1 No. 15" digital booth screen.

Address: 99 Gorgie Park Road Edinburgh EH11 2QL

Decision: Granted

Decision Date: Thu 09 Apr 2020

LPA Ref: 19/02983/ADV

Proposal: Advertisement of the following types: Fascia sign, projecting sign.

Address: 348 - 350 Gorgie Road Edinburgh EH11 2RQ

Decision: Granted

Decision Date: Thu 18 Jul 2019

LPA Ref: 18/03060/ADV

Proposal: Advertisement of the following types: projecting sign installation of non-illuminated signs to include. 1x banner sign and frame, 1x set of window graphics, 1x vertical banner sign and 1x directional sign fitted to railings.

Address: Former 600 Gorgie Road Edinburgh EH11 3XP

Decision: Granted

Decision Date: Fri 24 Aug 2018

LPA Ref: 18/00894/LBC

Proposal: Install illuminated fascia signage and vinyls (as amended)

Address: 392 Gorgie Road Edinburgh EH11 2RN

Decision: Granted

Decision Date: Tue 10 Apr 2018

LPA Ref: 18/00253/ADV

Proposal: Illuminated Fascia and Box Signs x 6

Address: 553 Gorgie Road Edinburgh EH11 3LE

Decision: Granted

Decision Date: Thu 15 Mar 2018

Siting Justification against Planning Policy

At the conception stage, we have tried to focus on pursuing direct conversions of existing kiosks wherever practicable. Also, we have looked for locations with wide pavements, and where a sites relationship with existing street furniture avoids undue proliferation of clutter. It should be recognised that BT's legacy estate of payphones has grown up organically over the years, in which the whereabouts of BT kiosks can sometimes sit in environments that have changed dramatically around them. In some instances, the BT Street Hub project has been seen as an opportunity to improve the pedestrian environments by removing awkward BT kiosks and repositioning the new unit to a more in keeping spot in the street scene. This is what is being proposed in this application.

It is appreciated that streets are ever-evolving environments, amidst society's changing connectivity demands. BT has a universal service obligation with Ofcom to provide a street level phone service, so the selection process of kiosks to be removed had to cater for this, however there is a recognition that the use of phone boxes has dramatically changed since kiosks were first conceived, whilst now the need for WI-FI and mobile coverage has increased massively. In this respect we have tried to build a sequence of Street Hub sites wherever possible, so that this can improve the user connectivity experience as they travel through an area.

Likewise, as Street Hubs can provide the Council with valuable data as each unit has environmental sensors that can monitor air, sound and light, we have tried to plan a sequence of Street Hub sites along key routes, so that the information gathered can be better analysed. This free environmental data has its own dashboard and will help the planning system actively manage patterns of growth in support of national air quality objectives and will be a useful source of real-time data in the delivery of the Council's own green agenda. In a similar vein Street Hubs have the capability to monitor pedestrian, cyclist, and vehicle movements, hence in building a strategic network of Street Hub units it will help the Council to monitor and develop travel plans for the area.

The introduction of any form of development within a particular environment will always be, to some degree, a noticeable addition or change to those residents, businesses and regular passers-by found closest. However, it should be appreciated that the visibility of something that is new or the change in form of something that has an established presence on-site, like a telephone kiosk to a Street Hub unit, does not automatically result in an overwhelming adverse harm occurring. The starting point and fundamental principle applied by the applicant is always to replace existing BT call boxes with Street Hub units where they will be in-keeping with their existing surroundings. In this regard it is seen as an opportunity to help future proof the high street making them smarter, safer, and more sustainable.

In progressing new Street Hub sites, so far as practicable we have sought to minimise the contrast between the development itself and its immediate environment through appropriate siting and design. The siting of each Street Hub has been considered having regard to the available footpath widths, the whereabouts of the existing payphones to be removed and the visual character of that particular street scene where the new Street Hub. With regards its associated advertisement screens, thought has been given to its immediate context and public safety in terms of pedestrian and vehicular movements. These criteria have been adjusted where necessary on a site-by-site basis to account for local context and policy requirements when reassessing the site's suitability to accommodate a new Street Hub unit.

Justification for the siting and appearance of the proposed Street Hub, has been assessed against up to date national and local planning policies and any other material considerations. Our assessment has concentrated on whether the removal of the existing BT call

boxes when balanced against the replacement of new Street Hub at the application site, creates a significant visual harm as to outweigh the public benefits.

In this regard matters of siting, appearance and advertisements are discussed as follows:-

Siting

This proposal involves the removal of 2no. BT existing call boxes in association with 1no proposed new Street Hub. Also, as previously highlighted at a strategic level there are generally 2no. BT call boxes removed with every Street Hub proposed. The removal of these existing call boxes will declutter street scenes throughout the authority and when comparing the footprint of existing call boxes to be removed and proposed Street Hub, it will declutter more pavement and so free up space.

Gorgie Road is a main traffic route and a core pedestrian route leading into Edinburgh City Centre with main transport links adjacent. The street scene context immediate to the proposed BT Street Hub site is mixed use with retail and commercial business along the street. In the immediate vicinity of the proposed BT Street Hub site there is existing street furniture including traffic lights, bus shelters, road signage and bollards, streetlights and litter bins. The proposal would benefit from the footfall of this area, by reaching a wider audience, both from an advertising context and connectivity. As this is a main route into the city, it is considered that the benefits of the BT Street Hub project would be maximised while not standing out in the street scene.

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Appearance

The proposed BT Street Hub unit is an advanced, modern development which has been designed following significant improvements in technology and digital content over recent years. It can promote the image of the authority as a vibrant place, and we believe it will improve the quality of the immediate streetscape for residents, businesses and visitors.

The proposed design is slimmer and takes a more compact profile than the existing BT payphone boxes that the proposed Street Hub is replacing. The user interface is located at a low level and is a similar height to an existing BT payphone unit to ensure that it is accessible to all users.

The appearance of the BT Street Hub unit has a vertical emphasis and by reason of its reduced footprint would give a slender more elegant form of development when compared to an existing payphone unit. The appearance of the structure is not considered to be harmful to the wider street scene, especially when taking into account the nature of the existing payphones to be removed. We believe the appearance of the area and street scene will not be compromised by the proposed new BT Street Hub.

The new structure will be set within a generally commercial setting and busy stretch of road that is dominated by vehicular and pedestrian movements; hence it is well-lit throughout the day. While it is accepted that the BT Street Hub advertisements will be more visible during the hours of darkness or in dull conditions, its appearance would not be out of keeping with this stretch of road which is well lit by streetlights, window displays and headlights. In this context, the BT Street Hub design would not appear detrimental to the amenity of Gorgie Road but could stand as an improvement.

It is concluded that the design of the proposed Street Hub is justified, and its appearance is an improvement when compared to the BT call boxes that are to be removed in association. Therefore, it is considered that the appearance of the proposed Street Hub is acceptable and is in accordance with national and local planning policies.

Pavement Width

The total existing pavement width at this location is 4.3m. The total width of the Street Hub is 1.236m (tapering down to a footprint width of 1.201m on the pavement). The Street Hub is set in 0.5m from the border of White Park leaving 2.6m of remaining footway for the safe passing of pedestrians. It is of note that the structure is only 350mm wide, so any minor narrowing of the footway occurs for just a few centimetres.

Advertisements

When seen in the overarching context of the street scene, it is considered that the location, size and height of the digital advertisement panels will on balance be acceptable. As previously discussed, it is believed that the siting and appearance of the BT Street Hub would not create significant harm to the amenity of the area that would outweigh the public benefits and other material factors of consideration.

In terms of public safety, the site of the BT Street Hub and the display of digital advertisements on its sides will allow for the continued safe movements of motorists and pedestrians. In this regard, its presence within the street scene would not endanger public safety of those people who are taking reasonable care for their own and others' safety.

It is recognised that all advertisements are intended to attract people's attention, however in this case their siting and size would not create an untoward feature within the street scene. The position where the BT Street Hub is to be located and the orientation of the advertisements in relation to the road would not cause unacceptable interference with nearby road signs and or navigational lights. Viewed within the street scene setting, the digital advertisements would be seen by passing motorists but would not create confusion nor influence the behaviour of drivers to such a degree that they would cause a hazard by reason of their presence. The proposed Street Hub would be sited away from road junctions so it would not unduly interrupt any visibility splays or sightlines. When viewed within the street scene context of the wider environment, it is not considered that the Street Hub would appear as an untoward feature to passing motorists.

With regards to pedestrian safety, the Street Hub is positioned away from the road edge on a wide section of pavement without impeding pedestrian movements as ample footway width would be retained. Allowing for the orientation of the BT Street Hub's user interface in relation to passing motorists, the public safety of those using it would not be put at risk as they would be set off the kerb edge.

The proposed usage for the screens has been set in accordance with Schedule 1 of The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984:

1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.
2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.
4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military)

The Transport for London's (TfL) policy document 'Guidance for Digital Roadside Advertising and Proposed Best Practice – 2013' [the TfL Guidance] has also been a key document in the design and site selection process.

In addition to the above conditions, each Street Hub location has been assessed against and would comply with the following additional criteria from the TfL Guidance.

- There would be no conflict with any traffic signs, signals, crossing points, schools, hospitals or low bridges.
- No sightlines or clearances would be affected.
- The TfL guidance states that 'Static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted.' There are existing traditional advertisement on similar sections of the respective roads in many cases.
- The geometry of the roads is not complicated and the driving conditions are not considered to be demanding or complicated.
- The advertisements would not be experienced by a driver in conjunction with any other similar digital advertisements.
- As per the TfL guidance, the advertisements would be located as close to the driver's natural eye line as possible and facing as head-on to the traffic as is practical.

The lighting levels noted above are within the levels set for this type and size of screen (those under 10m²) as set by the Institute of Lighting Professionals, Professional Lighting Guide 05: The Brightness of Illuminated Advertisements (2015). A copy of this document is appended for clarity.

Solutions30
Solutions for New Technologies

Planning Conditions

To give assurance that each Street Hub will operate as intended and the associated payphone removals will occur, we would be pleased to accept the following conditions or a mutually agreed version of them to be included as part of any planning consent:

- A. Within three (3) months of development commencing the existing BT payphones shown above shall be removed in their entirety and the land made good to the same condition as the adjacent land.
- B. Pavement surrounding the Street Hub shall be made good to the same condition as the adjacent land.
- C. The intensity of the illumination of the two digital display screens shall not exceed 600 candelas per square metre (cd/m²) between dusk and dawn in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.
- D. The digital display screens shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements).
- E. The minimum display time for each piece of content on the digital display screens shall be 10 seconds.
- F. The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.
- G. No content on the digital display screens shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.

Should your Council wish to append any other conditions to either the full planning or advertisement application, we would be most grateful if you could discuss these with us at your earliest opportunity during the course of the determination process.

Conclusion

BT Street Hubs have the potential to significantly enhance the provision of local community communications facilities and services. It is precisely the type of high-speed digital infrastructure that the government is seeking to support as part of the presumption in favour of sustainable development. It will deliver social, economic, and environmental benefits by providing a suite of essential urban tools/services, including free ultrafast Wi-Fi to residents, businesses and visitors in this area. Overall BT Street Hubs will help future proof the high street making them smarter, safer, and more sustainable through their adaptable design and function.

The proposed BT Street Hubs structures are of a high quality, accessible design that would be a significant improvement when compared to the existing payphones that are to be replaced. Modern signage which is interactive and multi-faceted in its use has become more acceptable on the street scape due to being functional and informative with a modern and clean aesthetic. We consider the proposal in this case to be appropriately sited; to reduce street clutter, to improve available footway widths, not to negatively affect heritage assets nor adversely affect amenity or public safety.

We believe this statement has demonstrated that the BT Street Hub proposal is in accordance with national policy set out in the NPF3 and local development plan policies, in which we would hope that this application can be supported by your Council.

Mono Ref: EDN113

Certificate and Notice Under Regulation 15- Town and Country Planning (Development Management Procedure) (Scotland) Regulation 2013

Proposed development at:

Pavement o/s White Park, Edinburgh EH11 1TZ

Lat/Long: 555.93784/-3.23188

Take notice that application is being made by: James Browne, BT Telecommunications Plc

For planning permission to:

Installation of one (1) BT Street Hub and removal of two (2) associated BT payphones.

Local Planning Authority to whom the application is being submitted:

Planning Services

Edinburgh City Council

42 High Street

Edinburgh

EH1 1TG

Any owner of the land or tenant who wishes to make representations about this application, should write to the council within 21 days of the date of this notice.

Signatory:

Callum McKenna, AffilRTPI, Hons, Msc

Planning and Acquisitions

Mono

Callum.McKenna@monoconsultants.com

For and on behalf of BT as a duly authorised agent

Date: 16 March 2022

Statement of owners' rights: The grant of planning permission does not affect owners' rights to retain or dispose of their property, unless there is some provision to the contrary in an agreement or lease.

Statement of agricultural tenants' rights: The grant of planning permission for non-agricultural development may affect agricultural tenants' security of tenure.

Mono Ref: EDN113

'Owner' means a person having a freehold interest or a leasehold interest the unexpired term of which is not less than seven years. 'Tenant' means a tenant of an agricultural holding any part of which is comprised in the land.

Once completed this form needs to be served on the owner(s) or tenant(s)

Appeal against the City of Edinburgh Council's refusal of Planning Permission

Appeal Site:

Pavement o/s White Park, Gorgie Road, Edinburgh, EH11 1TZ (E323144, N672330)

Our BT Street Hub Ref:

EDN113

Council LPA Ref(s):

22/02521/FUL

Proposal:

Removal of (2) existing BT payphones and the installation of (1) freestanding BT Street Hub providing free ultrafast Wi-Fi and other community services and with excess space returned to the community.

Associated BT Public Kiosk Removals:

Pavement o/s White Park, Gorgie Road, Edinburgh, EH11 1TZ (E323144, N672330)

Pavement o/s 2 Murieston Road, Dalry, Edinburgh EH11 2JH (E323494, N672496)



Image 1 – Existing Streetscene



Image 2 – Photomontage illustrating Proposed Streetscene

Appendix

Appendix A – Application submission

Appendix B – Pre-Application Consultation

Appendix C – Planning and design drawings

Appendix D – Full Planning application Decision Notice

Appendix D – Full Planning Officers Report

Appendix E - LinkNYC kiosks improving quality of life in the Big Apple

Appendix F – WiFi Marketing_ What It Is and How Retailers Can Use It

Appendix G – Free Wi-Fi would encourage over 80 percent of shoppers to visit local retailers

Appendix H – Appeal Ref APP/K5030/Z/18/3211426 Outside 322 High Holborn, London, WC1V 7PB by
Inspector S Rennie.

Appendix I – Appeal Ref APP/N5660/W/18/3199793 Waterloo Road, Outside Waterloo Station &
Opposite Junction with Sandell Street, London

Introduction

For the avoidance of background reputation so far as is practicable in this appeal statement, the appointed Reporter is respectfully asked to refer to the documents submitted as part of the application for planning permission. The BT project to replace the existing estate of telephone kiosks in Edinburgh has been ongoing on a national basis for over 5 years.

The proposed development is a freestanding Street Hub unit that forms an integral part of a new city-wide network across Edinburgh, based on upgrading the existing BT estate of public call boxes. The Street Hub network will provide the residents and visiting populations with an unprecedented suite of essential urban tools, including free ultrafast Wi-Fi, phone calls, wayfinding, device charging, an emergency 999 call button, public messaging capabilities, and a platform for interactive technologies on the streets such as air quality monitoring.

As part of a wider roll-out of Street Hub units across Edinburgh, the proposal will bring forward significant social, economic and technological benefits to the public. Street Hubs seek to upgrade the existing BT kiosk estate, by associating at least two kiosk removals for every new unit, in which the fall-back position is the retention of the existing payphone infrastructure.

A pre-application consultation email was sent to City of Edinburgh Council on 16th June 2021 which introduced the project and 11 potential BT Street Hub locations across the city. This consultation was then progressed to paid pre-app discussions with the Planning Department on 26th August 2021 and assigned the reference 21/04055/PREAPP.

On 22nd September 2021, a response was received and where practicable, all matters raised by the LPA were taken on board when finalising the planning and advert application submission. Given the operator's needs for improved public connectivity in the area, it is considered that this improved development proposal is wholly appropriate and will represent an overwhelmingly positive addition introduction to the locality bringing with it an array of social, economic, and environmental public benefits to the wider community.

An application for planning permission and consent to display advertisements was submitted to the Council on 11th May 2022 (Appendix A and C), where applications ran in parallel and were refused on 29th June 2022. The appellant's statement of the case in support of the applications is outlined below and will seek to prove that the proposal is supported by national planning policy and is not contrary to the Edinburgh Local Development Plan. The appeal will also outline the material considerations that further justify the proposal by highlighting the positive benefits that the proposal will provide.

The Positive Case for Street Hub

This statement will outline in greater detail how the proposal is in accordance with National and Local Plan policies, guidance and the public benefits of the Street Hub proposal. We have outlined in detail the tangible benefits, but we would go further by highlighting how this proposal and the overall strategy will help deliver the goals of the Local Plan and Digital Strategy.

It is important to note from the outset that this appeal forms part of an overarching project to remove and replace some of the existing BT kiosks in the City of Edinburgh that will improve the public realm by upgrading them with the modern Street Hub.

Whilst it is acknowledged that the proposed Street Hub may have some minor negative impacts, it is the appellant's considered opinion from an objective perspective, that these impacts are outweighed by the significant benefits provided by the proposed unit. This appeal statement will provide a comparative assessment of the positive benefits and negative impacts associated with the development to reinforce our view that this proposal should be supported and the appeal should be allowed.

Scottish Planning Policy June 2014

Supporting Digital Connectivity

NPF Context

292. NPF3 highlights the importance of our digital infrastructure, across towns and cities, and in particular our more remote rural and island areas. Our economy and social networks depend heavily on high-quality digital infrastructure. To facilitate investment across Scotland, planning has an important role to play in strengthening digital communications capacity and coverage across Scotland.

Policy Principles

293. The planning system should support:

- *development which helps deliver the Scottish Government's commitment to world-class digital connectivity - As outlined in the application, the proposed Street Hub is a design of the highest technical specification that provides an unparalleled service in terms of free-to-use communications options.*
- *the need for networks to evolve and respond to technology improvements and new services - Whilst many existing BT phone kiosks are required under the terms of the Universal Service Obligation (USO) agreement between BT and Ofcom to provide and maintain publicly accessible call boxes on the street, they no longer meet the expectations of modern society.*
- *infrastructure provision which is sited and designed to keep environmental impacts to a minimum - It should be acknowledged that the proposed location is an existing telecommunications site and the proposal involves the removal of 2no existing BT kiosks that currently occupy a considerably larger footprint with a greater visual impact on the surrounding adjacent heritage assets.*

Sustainability

Policy Principles

This SPP introduces a presumption in favour of development that contributes to sustainable development.

28. *The planning system should support economically, environmentally and socially sustainable places by enabling development that balances the costs and benefits of a proposal over the longer term. The aim is to achieve the right development in the right place; it is not to allow development at any cost.*

29. *This means that policies and decisions should be guided by the following principles:*

- *giving due weight to net economic benefit;*

The economic benefits provided by improved telecommunications equipment are something that is never going to be immediately understood, although the impact of the industry over the last 3 decades is immeasurable. When telecommunications services are provided or improved, it can encourage more people to visit which creates demand for local services and the economy will therefore grow. For instance, free WiFi, consciously or not, is something that improves the quality of experience in a town centre but only if it is reliable and fast. If the WiFi experience is positive, people will return and reuse the service which is something that Street Hub contributes to. The use of Street Hub units in other parts of the UK and other major cities such as London and New York has been shown to greatly improve the visitor experience. Please refer to Appendix E or the link below.

<https://www.retailcustomerexperience.com/articles/linknyc-kiosks-improving-quality-of-life-in-the-big-apple/>

The following link helps to illustrate the benefits of providing high-quality free WiFi and states: *'Improved shopping experience: Almost 62% of businesses that provide free Wi-Fi report that their customers stay longer, according to Devicescape survey. This could indicate that shoppers are enjoying their in-store experiences more, and therefore willing to spend more time with your brand'*. Whilst relating to instore services, the same logic applies to the wider street scene. As such, it is clear that the longer people remain in the area, the growth will increase and contribute to a good mix of use in the area. Please refer to Appendix F or the link below.

<https://www.shopify.com/nz/retail/wifi-marketing-what-it-is-and-how-retailers-can-use-it>

Furthermore, *'Some 82 percent of British shoppers would be more likely to visit independent high street retailers if they had free Wi-Fi access, a new study has found.'* Please refer to Appendix G or the link below.

<https://businessadvice.co.uk/high-streets-initiative/free-wi-fi-would-encourage-over-80-per-cent-of-shoppers-to-visit-local-retailers/>

- *responding to economic issues, challenges and opportunities, as outlined in local economic strategies;*

As part of the Edinburgh Economic Strategy (November 2021), it outlines *'actions for a stronger Edinburgh economy. The City of Edinburgh Council will deliver the Digital and Smart Cities Implementation Plan to deliver our vision for a smart city where the application of data and technology increases efficiency, minimises costs and enhances convenience'*. The proposed Street Hub will directly contribute to this policy in a way that the existing kiosks do not with free Wi-Fi, Wayfinding services and device charging for convenience.

- *supporting good design and the six qualities of successful places;*

Distinctive

41. *This is development that complements local features, for example, landscapes, topography, ecology, skylines, spaces and scales, street and building forms, and materials to create places with a sense of identity.* Whilst we would acknowledge that the proposal represents a minor change to the local area, it is located in a busy urban setting where the Street Hub would not be considered to be out of scale with the surrounding buildings. It could also be argued that the single Street Hub proposed would result in an overall improvement to the character and appearance of the local area following the removal of 2no existing BT phone kiosks, thereby resulting in a significant reduction in street clutter.

Safe and Pleasant

42. *This is development that is attractive to use because it provides a sense of security through encouraging activity. A pleasant, positive sense of place can be achieved by promoting visual quality, encouraging social and economic interaction and activity, and by considering the place before vehicle movement.* One of the unfortunate consequences of the existing BT kiosk estate is that they can become magnets for antisocial behaviour. The proposed Street Hub seeks to prevent this by removing existing enclosed kiosks and implementing the Anti-Social Behaviour Management Plan to prevent the new development from repeating the mistakes of the past. The proposed Street Hub also has easily accessible features to contact the emergency services and also free Wi-Fi and charging facilities that ensure that users will always be able to use their devices.

Welcoming

43. *This is development that helps people to find their way around.* One of the innovative features of the Street Hub's wayfinding facility is that it will highlight points of interest that people, who are unfamiliar with the area, such as tourists may be aware of. This includes local shops, services and attractions that are off the beaten track that people might not otherwise experience.

Adaptable

44. *It takes into account how people use places differently, for example depending on age, gender and degree of personal mobility and providing versatile green space.* We would highlight that the core principle of the Street Hub design is to ensure that the unit is inclusive and accessible to all, something that the existing kiosks that have been designated for replacement are not.

Resource Efficient

45. *This is development that re-uses or shares existing resources, maximises the efficiency of the use of resources through natural or technological means and prevents future resource depletion, for example by mitigating and adapting to climate change.* As outlined in the Product Statement, the Street Hub unit operates with the use of 100% renewable energy.

Easy to Move Around and Beyond

46. *This is development that considers place and the needs of people before the movement of motor vehicles. It could include using higher densities and a mix of uses that enhance accessibility by reducing reliance on private cars and prioritising sustainable and active travel choices, such as walking, cycling and public transport. It would include paths and routes which connect places directly and which are well-connected with the wider environment beyond the site boundary. This may include providing facilities that link different means of travel.* The Street Hub offers improved services that encourage those who wish to use public transport, or cycle and walk as an alternative means of travel throughout the local area. When more information is made available through Wayfinding, for instance, people who would otherwise be hesitant will be encouraged to explore further into the local area, especially when integrated with free reliable Wi-Fi to make bookings for entertainment such as restaurants and

cinemas. Not only will this encourage sustainable travel, but it will also contribute to and support the local economy.

- *making efficient use of existing capacities of land, buildings and infrastructure including supporting town centre and regeneration priorities; It is clear that the existing BT phone kiosks are not an efficient use of space in the immediate area.*
- *supporting delivery of infrastructure, for example transport, education, energy, digital and water;*
- *improving health and well-being by offering opportunities for social interaction and physical activity, including sport and recreation; The Street Hub encourages social interaction by the nature of its services and physical activity through greater participation in walking and cycling, thereby improving their health and well-being.*

Promoting Sustainable Transport and Active Travel

NPF Context

269. Planning can play an important role in improving connectivity and promoting more sustainable patterns of transport and travel as part of the transition to a low-carbon economy.

Policy Principles

270. The planning system should support patterns of development which:

- *optimise the use of existing infrastructure;*
- *reduce the need to travel;*
- *provide safe and convenient opportunities for walking and cycling for both active travel and recreation, and facilitate travel by public transport;*
- *enable the integration of transport modes;*

National Planning Framework 3

The following sections of NPF3 are considered relevant and applicable to the proposed Street Hub development:

A successful, sustainable place

2.6 Our strategy aims to ensure that all parts of Scotland make the best use of their assets to build a sustainable future. Planning will help to create high-quality, diverse and sustainable places that promote well-being and attract investment.

2.7 Great places support vibrant, empowered communities, and attract and retain a skilled workforce. Emerging technologies for renewable energy and improved digital connectivity are changing our understanding of what constitutes a sustainable community. We must ensure that development facilitates adaptation to climate change, reduces resource consumption and lowers greenhouse gas emissions.

A Connected Place

5.8 Connectivity is not just about enabling physical movement, but also virtual links. High-quality mobile and fixed broadband connections have become essential to support communities and business development in both rural and urban areas. At present, there remains a significant gap between our most and least connected areas, with digital access being considerably better in more accessible urban

areas. Many parts of rural Scotland have little or no connection and require public investment to rebalance the distribution of infrastructure.

5.15 To further reduce the need to travel and ensure continuing economic competitiveness, we will see a step change in digital connectivity in the coming years, supporting our broader aspirations for growth across the country. This will require significant investment in digital infrastructure to ensure coverage extends to our most remote, but asset-rich, rural and island communities. As well as providing new infrastructure to connect existing areas, future developments will build in digital connectivity as a matter of course.

5.16 Strengthened digital infrastructure will support our aspirations for more sustainable cities which attract new business. We can expect cities to become significantly 'smarter' in the next few years, using population density and shared infrastructure to further increase access to high-performing digital services.

Digital Scotland - A Changing Nation: How Scotland will Thrive in a Digital World

The most recent policy document on the priority placed on the importance of digital services was published in April 2021. The chapter 'No One Left Behind' states;

It was observed that: " the internet is not a luxury, it is a necessity As we have responded as a nation to the pandemic, this has become more apparent than ever. The internet has provided access to essential services and up-to-date and accurate information, and helped us to maintain the social contacts that are so important to our wellbeing. In doing so however, it has also exacerbated the isolation of those who do not enjoy access to technology and focussed attention on the risk that, unless we tackle digital exclusion, we could increase, rather than reduce, inequalities in our society."

In terms of Sustainable Development and where Scotland wants to be, the policy states: '*Future capital investment decisions will be driven by this understanding of the role that data and digital play in ensuring the economic and societal resilience of all our communities and our ability to trade with the world. They will also support our transition to a net zero society by enabling us to replace unnecessary journeys and make more efficient, environmentally friendly use of the more traditional infrastructure of transport and buildings.*'

In conclusion and in terms of tackling digital exclusion, the policy states: '*Progress has been made to tackle digital exclusion in Scotland, but we want to go further and achieve world-leading levels of digital inclusion. This depends, not only on the quality of Scotland's digital infrastructure, but on the ability of people to be able to afford data allowances and devices, and to acquire the skills and confidence to take advantage of the benefits and opportunities of being digitally connected.*'

Scotland's National Strategy for Economic Transformation.

The importance of digital infrastructure is highlighted in paragraph 1.7 - Bold Programmes of Action, which states '*We will deliver a step change in our productivity performance and address regional inequalities in economic activity as well as boosting traditional and digital infrastructure across every sector, and every region, of the economy.*'

The policy document continues by outlining in section 4 - Productive Businesses and Regions that: '*All the policy programmes in this strategy are interconnected, and while the other programmes will also drive productivity improvements, through for example reducing structural inequalities, this programme*

focuses on the opportunities from digital infrastructure, leadership, pioneering new approaches and addressing current geographical disparities to deliver prosperity for all Scotland's people and places.'

Section 4.4 - Our Programme of Action - Project 8: Improve Connectivity Infrastructure and Digital Adoption Across the Economy elaborates that *'We will provide an efficient and resilient digital infrastructure. This includes continued investment in improved broadband, fibre and mobile coverage for residential and business premises.'*

Scottish Government National Transport Strategy Delivery Plan (2022-2023)

Based on the policy priorities set out in the Transport strategy, this appeal will outline how the proposed Street Hub will contribute to the goals of tackling climate change, delivering inclusive economic growth and improving health and wellbeing.

Tackles Climate Action

It is the position of this appeal that the proposed Street Hub will encourage more people to travel more sustainably by helping to provide the public with greater access to travel options in a coordinated manner via its modern Wayfinding and free Wi-Fi services. With greater connectivity provided to travel options, people will be encouraged to walk, cycle and use public transport more.

The strategy states that:

'Scotland must transition to a net-zero emissions economy for the benefit of our environment, our people, our communities and our future prosperity. People and businesses will be supported to make alternative travel choices that help strengthen local economies and allow everyone to share in the benefits of taking climate action while ensuring that those least able to pay are not unfairly burdened and that existing inequalities are tackled, not exacerbated.'

Our actions will:

- *Reduce the need to travel unsustainably*
- *Create better connectivity with sustainable, smart, cleaner transport options.'*

The strategy continues by outlining the intention of: *'Investing in Innovation - We are supporting advances in technology and new innovations through investment and research which will help increase the uptake and availability of low carbon and more efficient technologies and approaches. We will complete the procurement for digital travel data services to ensure continued and improved journey planning information in 2022. High-quality journey information services are essential to enable people to confidently use the public transport network and encourage modal shift to more sustainable travel.'*

Helps Deliver Inclusive Economic Growth

The transport strategy states *'The transport system plays a crucial role in the successful performance of Scotland's economy and ensuring regional cohesion. It enables people to get to work and ensures firms are able to get their goods and services to markets in Scotland and beyond. Our actions will:*

- *Provide for an integrated transport system that contributes to sustainable economic growth:*
- *Improve accessibility for residents, visitors and business.*

Improves our Health and Wellbeing

In order to be empowered to make healthy choices and enjoy the places we live, it is important to feel and be safe and secure – whether you are walking, wheeling, cycling or using public transport. Our transport system and our built environment needs to offer trust and confidence for users to reach their destinations without fear or threat. Our actions will:

- *Improve our health and wellbeing*
- *Give priority given to walking and wheeling, then cycling*
- *Provide a cohesive transport system that enhances communities as places – supporting health/wellbeing*
- *Create better connectivity with sustainable, smart, cleaner transport options.*

Committing to 'Generation Active Travel' - By removing the barriers faced as a result of low income we can ensure children and young people have the same opportunities to succeed, regardless of their backgrounds – improving their outcomes now and in the future. By improving access to sustainable travel for children and young people we can remove cost barriers and help to develop healthy travel habits in the long term.

As we have outlined above, the Street Hub project will make a positive contribution to the success and achievement of this National Transport Strategy Delivery Plan given that all of its services are accessible and free to use. What will start as initial curiosity will transform into a coordinated and essential feature of the modern public realm, in the same way telephone kiosks did over 100 years ago.

LPA Ref. – 22/02521/FULL (Consent for Full Planning Permission) Appeal A

“1. The proposal does not comply with LDP policy Des 1 Design - Quality and Context as it is likely to have a high impact in visual terms to the detriment of the area.”

Edinburgh City Council's LDP Policy Des 1 Design states that *‘Planning permission will be granted for development where it is demonstrated that the proposal will create or contribute towards a sense of place. Design should be based on an overall design concept that draws upon positive characteristics of the surrounding area. Planning permission will not be granted for poor quality or inappropriate design or for proposals that would be damaging to the character or appearance of the area around it, particularly where this has a special importance.’*

Street Hub is a modern form of development, and in many ways its innovative design attributes reflect the technological advancements within the field of electronic communications over the last decade. To accommodate the equipment necessary to provide the immediate and future benefits to the area as previously outlined including the advertising feature, the unit has to be the height and design that is proposed.

Whilst it is accepted that the proposal is within the general setting of important heritage assets, we would highlight that the proposal involves the removal of the 2no existing kiosks at the proposed location. We would emphasise that the kiosks are accepted features of the street scene, however they clearly no longer contribute to the quality of the public realm in a positive manner. Aside from the height difference, the existing kiosks represent a greater amount of street furniture and their removal will make a positive contribution to the appearance of the heritage assets and the Conservation Area.

The replacement of the existing kiosks which are smaller in height but take up a significantly greater amount of footpath space (1.58 square meters) compared to the Street Hub (0.43 square meters). We would also highlight the difference in combined density, as the existing kiosks are considerably larger (3.47 cubic meters) compared to the Street Hub (1.29 cubic meters). For reference, the measurements of the existing kiosk can be found at the following link (<https://www.britishtelephones.com/kxkiosk.htm>). This clearly illustrates that there is a significant reduction in physical structure and de-cluttering of the area. Whilst it is accepted that only one of the existing kiosks is a direct replacement, the proposal involves the replacement of two long-established payphone kiosks, which occupy a larger footprint than the proposed development which will visibly reduce street clutter contrary to the rationale for the reason for refusal. To illustrate this point, we would refer to Image 3 below showing the existing payphone kiosk at 2 Murieston Road, whose removal will clearly have a positive impact by removing clutter and improving the footway.



Image 3 – Existing payphone kiosk outside 2 Murieston Road to be replaced

The location of the proposal is in a commercial town centre area and given the scale and character of the area, the impact is not considered to be significant enough to warrant the refusal of the application. For instance, in the overarching context of the street scene illustrated in Image 4 below, the proposed Street Hub would not appear as a dominant or incongruous feature due to the scale of surrounding buildings; the busy nature of the setting and the existence of commercial properties with their associated signage and bright window displays. There is also the bus shelter next to the proposed site which also accommodates an illuminated advertisement of a similar size.



Image 4 (above) – The Streetscene surrounding the proposed BT Street Hub site

We would wish to refer to Appeal Ref APP/K5030/Z/18/3211426 (Appendix H), for a previous BT Inlink proposal that was allowed in the City of London in a similar location. In the decision statement, the Inspector stated *'The Inlink is a slender and modest sized structure, and the scale of the advertisements would not be imposing or overly prominent. It will replace a telephone box and therefore not add significantly to street clutter. Furthermore, given the commercial and busy nature of High Holborn, the Inlink would not be an incongruous addition to the street scene.'*

In summary, policy Des 1 Design states that *'Planning permission will be granted for development where it is demonstrated that the proposal will create or contribute towards a sense of place'* and we would justify the proposal by the de-cluttering of the street scene and thereby positively contributing to the characteristics of the area.

"2. The proposal does not comply with LDP policy Des 5 Development Design - Amenity as it is likely to adversely impact on the amenity of neighbouring properties."

In terms of the impact on amenity, we would refer to the Positive Case for the Street Hub above which outlines how the proposal supports the good design and the six qualities of successful places in the SPP, which addresses how the proposal will improve amenity.

The Street Hub's modern and streamlined appearance will represent a significant improvement on the outdated and visually uninspiring kiosks that are to be replaced. It is contended therefore that the proposal fundamentally seeks to improve the amenity of this section of Gorgie Road, in keeping with the bustling and vibrant character of its wider context. In addition, given that there is the likelihood that the existing kiosks could fall further into disrepair and no longer meet the functionality requirements expected by modern society, their removal will demonstrably improve amenity.

We would add that amenity can also mean a desirable or useful feature or facility of a building or place, which the proposal will achieve given the features that it offers by creating an improved sense of vibrance and vitality. As we discussed in the positive assessment of the proposal and supported by Appendix E, F and G, the proposed Street Hub will improve the attractiveness of the street scene amenity for users and the improvement of choice for travel options will be facilitated by the Wayfinding and free Wi-Fi services provided.

An evitable question that is posed in the consideration of Street Hub proposals is why would the services provided be required given that most people own smartphones? The answer is simply that 'most people' does not mean that all people do. There will always be people who do not own smartphones and this means that social exclusion can be exacerbated. Furthermore, people with mobile devices may not have cellular coverage, may not have enough data to access their intended service and very often people could be faced with having a low or flat battery, particularly visitors and tourists. The proposed Street Hub will provide a solution to all of these issues, thereby protecting those who are vulnerable or unfamiliar with the area. This in turn improves the amenity of the area and the city in general.

It is contended therefore that the proposal fundamentally seeks to improve the amenity of this section of Gorgie Road, by replacing the existing aging phone kiosks with a unit that will provide modern services that the local community will benefit from. On this basis, we would argue that the proposed Street Hub is not detrimental to the character and amenity of the street scene and public realm.

This position is supported by appeal Ref: APP/N5660/W/18/3199793 (Appendix I) for a similar proposal, where the Inspector noted that *'with the modest scale of the proposed InLink unit I find it difficult to accept the argument that the development would be perceived as having an adverse effect on visual amenity.'*

It is therefore our opinion that the proposed Street Hub has been located in an appropriate location that does not affect the visual amenity of the area or reduce the visual openness of the area. The appeal site is found on a well-lit, footpath within the setting of modern commercial premises that have brightly lit shop frontages. It is therefore considered that the illuminated screens would have a neutral impact on the character, appearance and setting of the townscape but most importantly on highway safety.

"3. The proposals are contrary to the non-statutory guidelines on Adverts and Sponsorship as - digital adverts are not supported on street furniture other than on bus shelters in appropriate locations."

In the first instance, we would stress that the consent for permission to display an advert is part of a separate application and is being dealt with by the Scottish Government Planning and Environmental Appeals Division

However, this appeal has outlined above that there is a clear precedent for this type of feature within the area, in the form of advertisements on bus shelters and the existing kiosk at the proposed location designated for replacement which also has an advertisement on the side. Whilst we accept that the non-statutory guidelines do not support digital adverts on all street furniture, the presence of existing advertisements in the surrounding street scene should be treated as a material consideration. Whilst they are not digital, the proposal represents the development of advertising design and represents how the majority of illuminated advertising will be in the near future given their efficiency in terms of energy consumption and flexibility. We would therefore contend that aside from the digital element, the proposed advertisement does not represent a material change in character.

We would stress that the proposal is not a solely freestanding advertisement, but is a modern multi-functional communications kiosk that incorporates advertising in a similar manner to the bus shelters in the immediate area to fund the free-to-use services provided. The de-cluttering of the street scene, the installation of a sustainable modern facility and the services it will provide, whilst not exceptional, is the purpose of the project and is therefore acceptable.

Conclusion

In conclusion, we will summarise the Determining Issues in the Council's Report of Handling assessment.

Do the proposals comply with the development plan?

The proposed BT Street Hub will contribute to the improvement of the local area by directly replacing 2no existing telephone kiosks with a more aesthetically pleasing structure that will provide a multitude of positive features that will benefit the community and businesses locally and throughout Edinburgh.

The proposed Street Hub unit will not appear out of context within this busy urban environment, nor will it represent a particularly dominant or overbearing feature within the street scene, given that it is replacing the existing payphone kiosks. It represents a significant improvement to the fall-back position of the existing kiosks being retained in which the Street Hub is a form of development that is positively encouraged by the Scottish Government.

Any other material considerations that must be addressed?

As we have highlighted, the proposal directly supports the policies and guidance set out in the Scottish Planning Policy and the National Planning Framework 3. It also directly contributes to the policies outlined in the Scottish Digital, Economic and Transport strategies.

The proposal also by virtue contributes to the goals of Sustainable Development by promoting a proposal that offers economic, environmental and social benefits whilst directly contributing to the six qualities of successful places.

Therefore, it is considered that there will be less than substantial harm to the character of the area and the significance of the nearby designated heritage assets, in which any such minor harm is outweighed by the public benefits of the proposal. Most notably the array of features it offers, as well as securing the appeal site's optimum viable use by replacing existing public call boxes. In this respect, it is concluded that full planning permission should be allowed.