

Business Centre G.2 Waverley Court 4 East Market Street Edinburgh EH8 8BG Email: [planning.support@edinburgh.gov.uk](mailto: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 100595855-001

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 Leith Library, 28-30 Ferry Road, Edinburgh EH6 4AE"/>
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Northing	<input type="text" value="676457"/>	Easting	<input type="text" value="326497"/>
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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 proposal is contrary to the Local Development Plan Policy Env 6 in respect of Conservation Areas; 4. 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.

22/02531/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: EDN125

Address: Pavement o/s Leith Library, 28-30 Ferry Rd., Edinburgh EH6 4AE

Easting / Northing: 326497/676457

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: 

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)”<sup>1</sup>.

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

### ICNIRP Exposure Limitations

ICNIRP<sup>2</sup> 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)<sup>3</sup>.

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

Exposure	Power density (W/m <sup>2</sup> )	
	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 cm<sup>2</sup> 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      100557135-001

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 and the installation of 1no. BT Street Hub units.

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

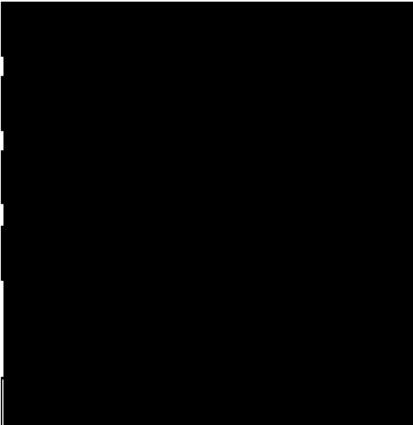
Are you an applicant or an agent? \* (An agent is an architect, consultant or someone else acting on behalf of the applicant in connection with this application)

Applicant  Agent



## Agent Details

Please enter Agent details

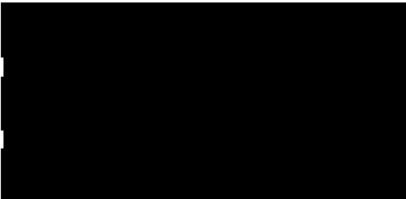
Company/Organisation:	Solutions 30		
Ref. Number:		You must enter a Building Name or Number, or both: *	
First Name: *	Callum	Building Name:	Centrum House
Last Name: *	McKenna	Building Number:	38
Telephone Number: *		Address 1 (Street): *	Queen Street
Extension Number:		Address 2:	
Mobile Number:		Town/City: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

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: *			

## 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 Leith Library, 28-30 Ferry Rd., Edinburgh EH6 4AE

Northing

676457

Easting

326497

## 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

## 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: 19/04/2022

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: 28/04/2022

## Payment Details

Online payment: 6522627776496246104235;

Payment date: 11/05/2022 10:53:00

Created: 11/05/2022 10:53



# 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

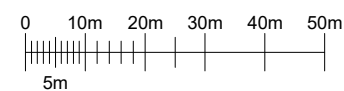
CONFIDENTIAL



**SITE LOCATION**  
SCALE 1:50000

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**DETAILED SITE LOCATION**  
SCALE 1:1250

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Use written dimensions only, do not scale from drawing. Use latest revision of all referenced information.

LAT 55.975452 LONG -3.1793680

Rev	Date	Description	Drawn	Chkd
A	07.04.22	New BT Streethub Structure	MD	JE

**Solutions30**  
Solutions for New Technologies



Drg Status  
**PLANNING**

Cell No. & Name

EDN125

Site Name & Address

Pavement o/s Leith Library, 28-30 Ferry Rd., Edinburgh EH6 4AE

Drawing Title

SITE LOCATION MAPS

Scale As Shown Date 07.04.2022

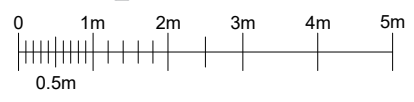
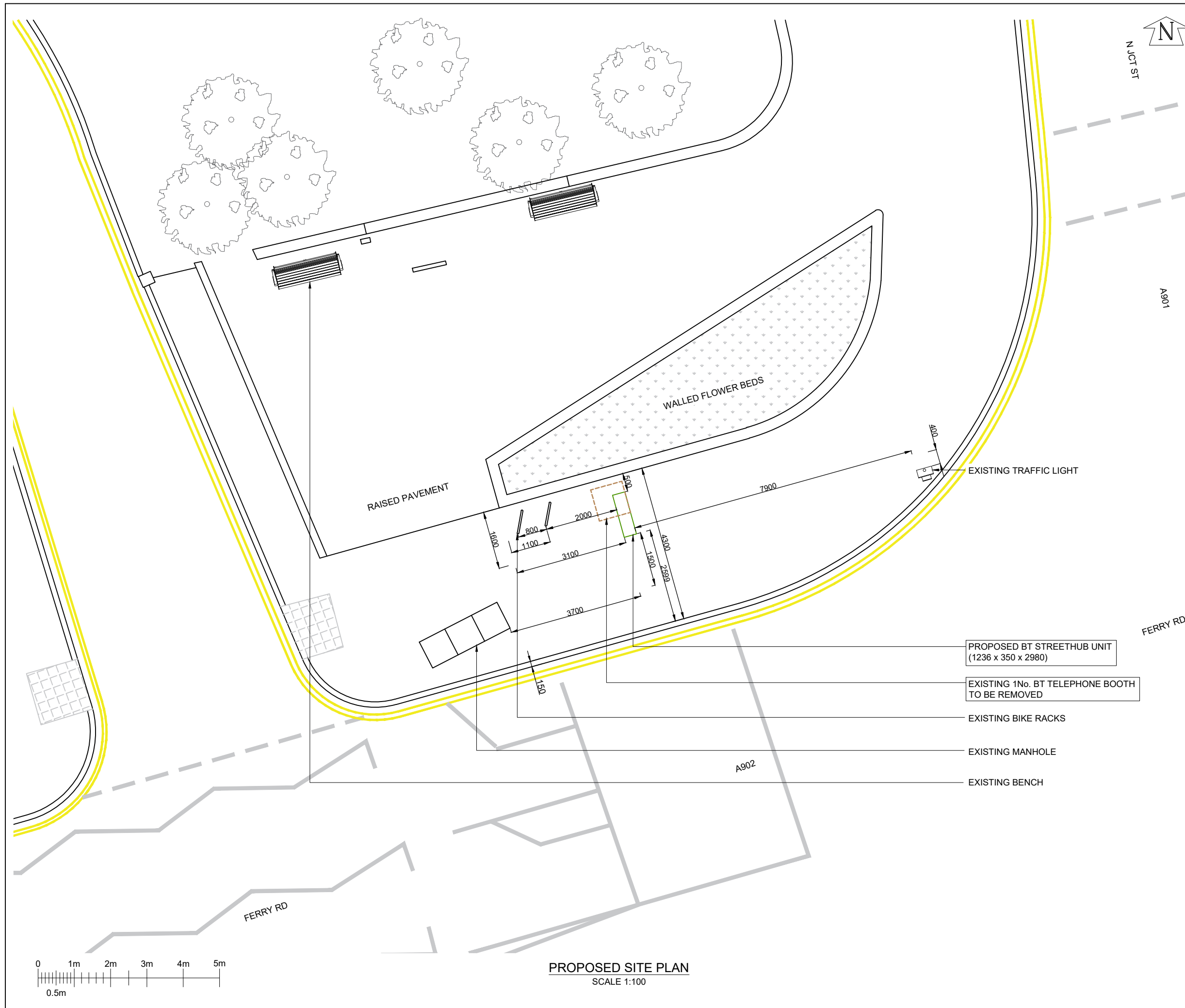
Drawn By MD Checked By JE

Drawing Number

001

Revision

A



**PROPOSED SITE PLAN**  
SCALE 1:100

**GENERAL NOTES**  
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Rev	Date	Description	Drawn	Chkd
A	07.04.22	New BT Streethub Structure	MD	JE



Drg Status  
**PLANNING**

Cell No. & Name  
**EDN125**

Site Name & Address  
Pavement o/s Leith  
Library, 28-30 Ferry Rd.,  
Edinburgh EH6 4AE

Drawing Title  
**PROPOSED SITE PLAN**

Scale 1:100 Date 07.04.2022

Drawn By MD Checked By JE

Drawing Number 002 Revision A

EXISTING LAMP POST

EXISTING 1No. BT TELEPHONE BOOTH TO BE REMOVED

EXISTING BIKE RACKS  
EXISTING BENCH  
FOOTPATH

**EXISTING FRONT ELEVATION**  
SCALE 1:50

EXISTING LAMP POST

PROPOSED BT STREETHUB UNIT (1236 x 350 x 2980)

EXISTING BENCH

FOOTPATH

**PROPOSED FRONT ELEVATION**  
SCALE 1:50

**GENERAL NOTES**

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Rev	Date	Description	Drawn	Chkd
A	07.04.22	New BT Streethub Structure	MD	JE

**Solutions30**  
Solutions for New Technologies



Drg Status  
**PLANNING**

Cell No. & Name

EDN125

Site Name & Address

Pavement o/s Leith Library, 28-30 Ferry Rd., Edinburgh EH6 4AE

Drawing Title

EXISTING AND PROPOSED ELEVATIONS

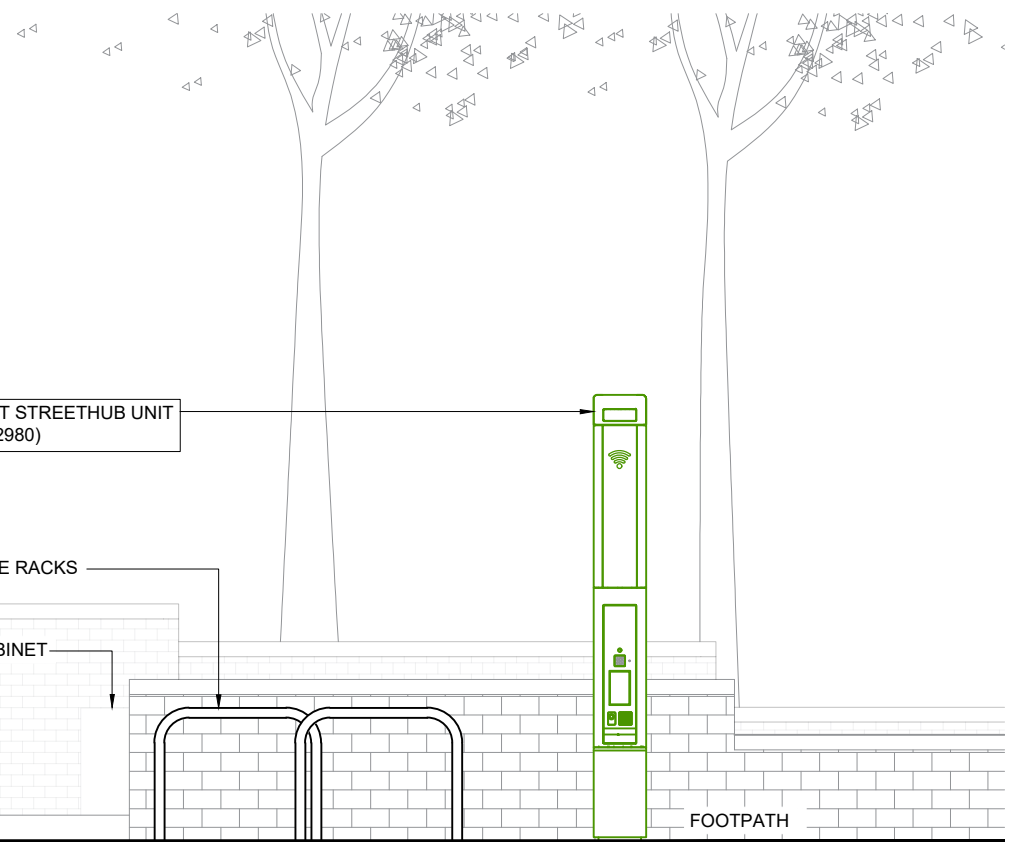
Scale 1:50 Date 07.04.2022

Drawn By MD Checked By JE

Drawing Number 003 Revision A



**PROPOSED PHOTOMONTAGE**  
NTS



PROPOSED BT STREETHUB UNIT (1236 x 350 x 2980)

EXISTING BIKE RACKS

EXISTING CABINET

FOOTPATH

**PROPOSED SIDE ELEVATION**  
SCALE 1:50

Solutions 30.  
FAO: Callum McKenna  
Centrum House  
38 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 and the installation of 1 No. BT Street Hub units.  
At Proposed Telecoms Apparatus 38 Metres East Of 28 Ferry Road Edinburgh

**Application No:** 22/02531/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:-**

**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 neighbouring properties.
3. The proposal is contrary to the Local Development Plan Policy Env 6 in respect of Conservation Areas - Development, as it would have a detrimental impact on the character and appearance of the conservation area.



4. 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:

The proposal will have a detrimental impact on the amenity of the location. The proposal is not acceptable with regards to Section 64 of the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997, LDP policies Env 6, Des 1 & Des 5, the Council's Guidance on Advertisements, Sponsorship and City Dressing, the Edinburgh Design Guidance, the Guidance on Listed Buildings and Conservation Areas and the Street Design Guidance.

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](mailto:adam.cairns@edinburgh.gov.uk).



**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](http://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](mailto: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 38 Metres East Of , 28 Ferry Road,  
Edinburgh**

**Proposal: The removal of 2 No. phone kiosks and the installation of 1  
No. BT Street Hub units.**

**Item – Local Delegated Decision  
Application Number – 22/02531/FUL  
Ward – B13 - Leith**

## **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 is not acceptable with regards to Section 64 of the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997, LDP policies Env 6, Des 1 & Des 5, the Council's Guidance on Advertisements, Sponsorship and City Dressing, the Edinburgh Design Guidance, the Guidance on Listed Buildings and Conservation Areas and the Street Design Guidance.

## **SECTION A – Application Background**

### **Site Description**

The application site is located on a pavement outside Leith Library. The area is mixed commercial and residential in nature with ground floor retail premises and residential dwellings located above.

### **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;
- Antisocial Behaviour Management Plan;
- Iip Professional Lighting Guide 2015; and
- Noise Management Plan.

### **Relevant Site History**

22/02530/ADV  
Proposed Telecoms Apparatus 38 Metres East Of 28  
Ferry Road  
Craigleith  
Edinburgh

2 No. LED digital screens, either side of the street hub.

### **Other Relevant Site History**

### **Consultation Engagement**

### **Publicity and Public Engagement**

**Date of Neighbour Notification:** 25 May 2022

**Date of Advertisement:** 3 June 2022

**Date of Site Notice:** 3 June 2022

**Number of Contributors: 0**

## **Section B - Assessment**

### **Determining Issues**

Due to the proposed development falling within a conservation area, this report will first consider the proposals in terms of Section 64 of the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997:

- Is there a strong presumption against granting planning permission due to the development conflicting with the objective of preserving or enhancing the character or appearance of the conservation area?
- If the strong presumption against granting planning permission is engaged, are there any significant public interest advantages of the development which can only be delivered at the scheme's proposed location that are sufficient to outweigh it?

This report will then 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:

#### **a) The proposals harm the character or appearance of the conservation area?**

The following HES guidance is relevant in the determination of this application:

- Managing Change Conservation Areas

The Leith Conservation Area Character Appraisal emphasises the area's unique and complex architectural character, the concentration of buildings of significant historic and architectural quality, the unifying effect of traditional materials, the multiplicity of land use activities, and the importance of the Water of Leith and Leith Links for their natural heritage, open space and recreational value.

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

The double-sided digital advertising panel will be set perpendicular to the street within the InLink structure. Views both east and west will be interrupted by this panel, the bottom edge of which will sit approximately 0.6 metres above pavement level. The height of the proposed advert is 1.8 metres. Due to its alignment, height and illuminated digital nature, the advert will therefore have significantly greater impact than the existing static adverts on the existing phone boxes on both short and long distance views along Ferry Road.

The advertisements both individually and cumulatively within the commercial streets of Leith will result in a material change in character, a key element of which is advertisements confined primarily to shopfronts with limited and subtle advertising on bus shelters and phone boxes at low level compared to the proposed digital advertisements which rise approximately 2.9 metres above pavement level.

The proposal will have a detrimental impact on the defining characteristics and appearance of this part of the Leith Conservation Area and is therefore contrary to the Council's guidance on Listed Buildings and Conservation Areas.

### **Conclusion in relation to the conservation area**

In relation to the conservation area the proposals do not preserve the character and appearance of the conservation area. Therefore, the proposals are not acceptable in relation to Section 64 of the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997.

### **b) 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 Environment policy Env 6
- LDP Design policies Des 1 and Des 5
- LDP Transport policy Tra 9

The non-statutory 'Listed Buildings and Conservation Area' guidance is a material consideration that is relevant when considering policy Env 6.

#### Conservation Area

This has been assessed in section a) and does not comply with LDP Policy Env 6.

#### 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 a presumption against freestanding digital advertising unless exceptional circumstances justify otherwise. The proposed digital advertisement would not be located within a special designated area.

The proposal seeks to install digital advertising as a principal element of a freestanding structure that also incorporates a telecommunications interface. No exceptional circumstances have been identified in this location and the applicant has not provided specific evidence that would justify the erection of the freestanding structure in this location. The advert is therefore unacceptable in principle in this location.

### 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 and unnecessary intrusion into the streetscape which would result in advertisement clutter to the detriment of amenity.

The proposal is considered to impact upon visual amenity, affecting immediate outlook, contrary to design policy Des 1 and Des 5.

### Transport

Transport has raised no objection to the proposal. 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

None received.

### **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 is not acceptable with regards to Section 64 of the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997, LDP policies Env 6, Des 1 & Des 5, the Council's Guidance on Advertisements, Sponsorship and City Dressing, the Edinburgh Design Guidance, the Guidance on Listed Buildings and Conservation Areas and the Street Design Guidance.

## **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 neighbouring properties.
3. The proposal is contrary to the Local Development Plan Policy Env 6 in respect of Conservation Areas - Development, as it would have a detrimental impact on the character and appearance of the conservation area.
4. 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**

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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U.K. We have planned expansions into Philadelphia and Newark, with many more cities on the way.

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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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FRED HERITAGE ([HTTPS://BUSINESSADVICE.CO.UK/AUTHOR/FRED-HERITAGE/](https://businessadvice.co.uk/author/fred-heritage/)) · 26 JULY 2017

## 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



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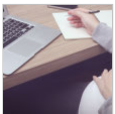
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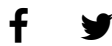
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## WiFi Marketing: What It Is and How Retailers Can Use It

by [Alexandra Sheehan](#) [Marketing](#)

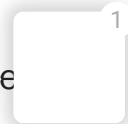
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I recently spent a month in Vietnam. My last trip to Southeast Asia was six years ago, in 2012, and WiFi was something you wanted but it wasn't readily available.

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 must 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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