

ITEM 1

Application Reference	DC/086006
Location:	Pavement O/S 15 Woodford Road Bramhall Stockport SK7 1JN
PROPOSAL:	Proposed installation of 1no. new BT Street Hub, incorporating 2no. digital 75" LCD advert screens, plus the removal of 2no. associated BT kiosks
Type Of Application:	Full Application
Registration Date:	15.07.2022
Expiry Date:	20220909
Case Officer:	Dominic Harvey
Applicant:	BT Telecommunications Plc
Agent:	Dalcour Maclaren

ITEM 2

Application Reference	DC/086007
Location:	Pavement O/S 15 Woodford Road Bramhall Stockport SK7 1JN
PROPOSAL:	2no. digital 75" LCD display screens, one on each side of the Street Hub unit.
Type Of Application:	Advertisement Consent
Registration Date:	16.08.2022
Expiry Date:	20221011
Case Officer:	Dominic Harvey
Applicant:	BT Telecommunications Plc
Agent:	Dalcour Maclaren

DELEGATION/COMMITTEE STATUS

Bramhall & Cheadle Hulme South Area Committee Called Up (Councillor Bagnall)

DESCRIPTION OF DEVELOPMENT

- DC/086006, application seeks full planning permission to install a new BT Street Hub plus the removal of 2no. associated BT kiosks.
- DC/086007, application seeks express advertisement consent to install 2no. digital 75" LCD advert screens on the proposed new BT Street Hub (DC/086006).

The telephone kiosks to be removed following approval of the new BT Street Hub are currently positioned at (i) the junction of Ack Lane East, Woodford Road &

Bramhall Lane, Stockport, SK7 2DU; and (ii) the Junction of Woodford Road & Jenny Lane, Stockport, SK7 1PE.

SITE AND SURROUNDINGS

The new BT Street Hub (DC/086006) incorporating 2no. digital 75" LCD advert screens (DC/086007) would be installed within the footway to the front of No.15 Woodford Road, Bramhall. This part of Bramhall District Centre comprises a busy, commercial area dominated by both retail and service uses.

POLICY BACKGROUND

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications be determined in accordance with the development plan unless material considerations indicate otherwise. Case law (R. Cummins v Camden LBC 2001) has established that for a proposal to be in accordance with the Development Plan it is not necessary for it to accord with each and every policy, rather it should conform to the plan as a whole. Other material considerations include the National Planning Policy Framework ('the Framework') and associated Planning Practice Guidance ('the Guidance'), as well as Supplementary Planning Guidance documents.

The Development Plan includes-

Policies set out in the Stockport Unitary Development Plan Review adopted 31st May 2006 which have been saved by direction under paragraph 1(3) of Schedule 8 to the Planning and Compulsory Purchase Act 2004; &

Policies set out in the Stockport Local Development Framework Core Strategy Development Plan Document adopted 17th March 2011.

Saved policies of the SUDP Review

PSD2.5: Other Development in District Centres

LDF Core Strategy/Development Management policies

CS8: Safeguarding and Improving the Environment

SIE1: Quality Places

SE1.3: Protecting, Safeguarding, and enhancing the Environment.

SIE-5: Aviation Facilities, Telecommunications, and other Broadcast Infrastructure

T-3: Safety and Capacity on the Highway Network

National Planning Policy Framework

A revised National Planning Policy Framework (NPPF) published by the Secretary of State for Levelling Up, Housing and Communities on 19th December 2023 replaced the previous revised/updated NPPFs. The NPPF has not altered the fundamental legal requirement under Section 38(6) of the Planning and Compulsory Purchase Act

2004 that decisions must be made in accordance with the Development Plan unless material considerations (such as the NPPF) indicate otherwise.

Paras.7-12

Para.38

Para.47

Para.85

Para.118

Para.122

Para.131

Para.141

Paras.224-225

RELEVANT PLANNING HISTORY

None

NEIGHBOUR VIEWS

The owner/occupiers of neighbouring properties have been notified by letter and has been advertised as a Development of Public Interests by Site and Press Notice, to date no representations have been received.

CONSULTEE RESPONSES

Highway Engineer:

DC/086006: No concerns in principle with the proposed BT Hub. The applicant will need approval from the Council as Street Manager and the Streetworks Team for installation. There are a number of matters that need to be addressed before any such permissions would be granted and some of this information is relevant to planning determination. I understand discussions between BT and the Council are ongoing and I ask that these matters are raised with the applicant for the purposes of the application. The following information is required:

1. Clarification on whether BT's powers, as a statutory undertaker, extend to the installation of Street Hubs, noting communications equipment is only one element of a Street Hub
2. Details on how they will be installed, including what works are required to the adjacent footway and what utility connections will be required
3. Details of how they will be maintained
4. Details of how they will be removed at the end of their life or if they need to be moved for a future highway scheme
5. Details of monitoring sensors (reference is made to sensors to monitor pedestrian, cyclist and vehicle movements, as well as monitor air, sound and light, but details have not been provided)

6. Details on how they may affect the partially sighted and measures to be implemented to ensure all highway users are not adversely impacted

DC/086007: I have no concerns with the proposed advertisement display, to be installed in the event that planning consent is granted for the hub (which is the subject of application DC/086006).

ANALYSIS

This application seeks permission for the installation of a new BT Street Hub within the footway to the front of No.15 Woodford Road, Bramhall. It is noted that Street Hubs are similar type of development to free-standing advertising panels but contain various features including:

1. Free phones
2. Wi-Fi transmitters (with a 150m range)
3. USB charging sockets
4. Interactive tablets providing information on Council services, 4 national charities and weather, as well as mapping
5. Environmental / traffic monitoring sensors
6. 4G/5G mobile transmitters

The applicant has provided information which outlines that:

1. The hubs replace existing BT phone kiosks which have a greater footprint
2. BT will provide local authorities with 876 hours of free advertising (5% of total screen time)
3. BT can provide local groups with 1000 hours of content display each year
4. BT provide discount advertising to local business groups
5. BT will pay business rates to the Council for the hubs
6. The hubs are cleaned / checked every fortnight
7. Content will change at 10 second intervals and the level of illumination will be as per the Institute of Lighting Professionals guidance
8. The hubs are designed to be accessible to all users
9. Monitoring is currently a trial

National Guidance is contained within the NPPF, where paragraph 118 supports the expansion of electronic communication networks and paragraph 122 sets out that advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being where policies and decisions should support the expansion of electronic communications networks, including next generation mobile technology (such as 5G) and full fibre broadband connections.

In addition, paragraph 141 outlines that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient, and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Factors relevant to amenity include the general characteristics of the locality and factors relevant to public safety including the safety of persons using any highway. Guidance relating to advertisement control seeks to ensure that all new adverts are appropriate in respect of their number, size, siting, colouring, design, luminosity and setting and not harmful in respect of either visual amenity or public safety. In addition, policy SE1.3 indicates that all advertisements should not form an unduly dominant or intrusive element in the street scene.

Design

The new BT Street Hub would take the appearance of a traditional, street-based advertisement hoarding, measuring 3 metres high and 1.2 metres wide. The unit is slimline in appearance and would be clearly read within the street scene as an element of street furniture. Within a District Centre location, such a structure would not be considered out of place, and although an illuminated visual display would be visible on each side of the unit, there is no reason to consider that this would lead to an alien feature within the wider townscape. There are advertisements, call boxes and street cabinets throughout this part of the Bramhall and accordingly the new BT Street Hub would not be perceived as being out of place or result in visual clutter in this part of Bramhall District Centre and accords with the provisions of policies PSD2.5, CS8, SIE1, SIE1 and SIE-5.

Amenity

One of the main features of a street hub is to provide free phone calls via a speaker and microphone system. Street hubs have been designed so that they create a 'sound cloud' for the person making the call with noise levels sufficient to make calls with background noise for the surroundings not impinging upon this ability. Whilst this generates a reasonable conversational volume in proximity to the unit, it is intended to result in minimal to no noise being noticeable further away from the hub. The average volume settings can be controlled by the operator, users may also opt for headphones when making calls which would deactivate the speaker within the street hub. Given the District Centre location it is not considered that the location of the proposed new BT Street Hub would be sited within a particularly sensitive location which would give rise to any significant amenity concerns. Overall officers remain satisfied that the scheme runs in accordance with Core Strategy policies accords with the provisions of policies PSD2.5, CS8, SIE1 and SIE-5.

Highways

In terms of public safety, the Council's Highway Engineer raises no objection to the installation of the new BT Street Hub within the public highway, noting that there would be some public benefits and the installation potentially has some benefits to those with accessibility issues. The new BT Street Hub would have no detrimental impact on the use of the public footway, with sufficient width retained to maintain access and would not have an unacceptable effect on the free and safe flow of traffic on adjoining highways in accordance with the provisions of policies SIE-5 and T-3. Nonetheless the Highway Engineer notes that the following

information will be required prior to any approval from the Council as Street Manager and the Streetworks Team for the installation of this hub:

1. Clarification on whether BT's powers, as a statutory undertaker, extend to the installation of Street Hubs, noting communications equipment is only one element of a Street Hub
2. Details on how they will be installed, including what works are required to the adjacent footway and what utility connections will be required
3. Details of how they will be maintained
4. Details of how they will be removed at the end of their life or if they need to be moved for a future highway scheme
5. Details of monitoring sensors (reference is made to sensors to monitor pedestrian, cyclist, and vehicle movements, as well as monitor air, sound and light, but details have not been provided)
6. Details on how they may affect the partially sighted and measures to be implemented to ensure all highway users are not adversely impacted.

Health Implications

Consideration of health aspects in processing planning applications for telecommunications development should not be necessary, provided that a proposed development meets the guidelines set by the International Commission on Non-Ionising Radiation Protection (ICNIRP). The NPPF makes it clear that LPA'S should not set health safeguards different from the International Commission guidelines for public exposure. The application details include a declaration that self-certifies that the cumulative exposure, when operational, will not exceed ICNIRP (International Commission on non-ionising radiation protection) guidelines.

Summary

Overall, for the reasons outlined above there are no outstanding issues of concern the new BT Street Hub incorporating 2no. digital 75" LCD advert screens can be accommodated without causing undue harm to the interests of amenity and public safety. Given there are no material considerations to suggest otherwise; Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that both planning permission (DC/086006) and express advertisement consent (DC/086007) should be granted/approved.

RECOMMENDATION

Grant/Approve