

AGENDA ITEM



Committee and date

Southern Planning Committee

16th December 2025

Development Management Report

Responsible Officer: Tim Collard, Service Director - Legal and Governance

Summary of Application

<u>Application Numbers:</u> 25/03856/ADV, 25/03855/FUL	<u>Parish:</u>	Bridgnorth
<u>Proposal:</u> Installation of BT Street Hub Unit with advertisement panels		
<u>Site Address:</u> Footpath Outside 75 High Street Bridgnorth Shropshire		
<u>Applicant:</u> Global Outdoor Media Limited		
<u>Case Officer:</u> Didi Kizito	<u>email:</u> didi.kizito@shropshire.gov.uk	

Grid Ref: 371608 - 293198



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Recommendation:- Refuse.

Recommended reason for refusal

It is considered that the proposed double-sided illuminated hub sign would cause significant harm to the streetscape. Owing to its scale, design, and method of display, and having regard to both the immediate locality and wider views, the proposal would adversely affect visual amenity and the character and appearance of the street scene, the setting of nearby listed buildings, and this part of the Bridgnorth Town Centre Conservation Area. The development fails to preserve or enhance the Conservation Area and would result in harm to its significance. Accordingly, the application is recommended for refusal as it conflicts with Local Plan Policies CS3, CS6, CS17, MD2, MD13 and the National Planning Policy Framework (NPPF).

REPORT

1.0 THE PROPOSAL

- 1.1 Applications 25/03856/ADV and 25/03855/FUL pertain to the proposed installation of a BT Street Hub Unit featuring advertisement panels, intended to replace the existing telephone kiosk situated on the footpath outside 75 High Street, Bridgnorth

2.0 SITE LOCATION/DESCRIPTION

- 2.1 The new hub is designed to stand 2.99 meters high, 1.24 meters wide, and 0.35 meters deep. It will incorporate illuminated display screens and occupy a prominent location within the Bridgnorth Conservation Area, an area characterised by historic architecture and proximity to several Listed Buildings, including the Grade II* Town Hall.

3.0 REASON FOR COMMITTEE DETERMINATION OF APPLICATION

- 3.1 The works proposed relate to Shropshire Council land but concerns non-statutory functions of the Council and the Scheme of Delegation requires that such applications are considered by Committee

4.0 Community Representations

Consultee Comment

- 4.1.1 SC Highways
No objection subject to conditions.
- 4.1.2 SC Conservation (Historic Environment)

The proposal to replace the existing KX100 telephone kiosk with a Street Hub in

Bridgnorth Conservation Area is recommended for refusal as it conflicts with Local Plan Policies CS3, CS6, CS17, MD2 and MD13. While removal of the current kiosk is acceptable, the new Street Hub's scale, height and large illuminated screen would create an intrusive and incongruous feature, harming the character and appearance of the Conservation Area and the setting of nearby listed buildings, including the Grade II* Town Hall. This harm, assessed as less than substantial, lacks clear and convincing justification and is unlikely to be outweighed by public benefits, contrary to statutory duties and national policy guidance.

4.2 Public Comments

4.2.1 BridgnorthTown Council

The Council object to this signage as it is not in keeping with the conservation area, is in the wrong location and could potentially be a distraction to motorists. The proposal serves no benefit to the local economy and we are aware that such signage has been refused in other areas where it is planned to be installed in conservation areas.

4.2.2 Comments have been received objecting to the scheme for the following reasons:

- The hub will spoil the character of the historic high street.
- The bright screen operating 24/7 will alter the look and feel of the market high street and erode its character.
- Digital advertising boards are inappropriate for the Conservation Area and would harm Bridgnorth's appeal to tourists.

5.0 THE MAIN ISSUES

Part 12 of the National Planning Policy Framework (NPPF) states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

6.0 OFFICER APPRAISAL

6.1 Impact on local amenity

6.1.1 The proposed installation would be positioned on a busy high street footpath, which is currently relatively uncluttered, with minimal street furniture such as bin, bench, and poles. The conservation area maintains a predominantly traditional character, with active shopfronts that utilise non-illuminated fascia and hanging signs. While the removal of the existing telephone kiosk, which has a neutral presence, raises no objections, the introduction of the new Street Hub, with its considerable scale, height, and illuminated screens, would create a conspicuous and visually

discordant element in this setting. The brightness and dynamic nature of the displays, especially after dark, would draw undue attention and appear visually dominant, disrupting the traditional streetscape.

- 6.1.2 The identified harm is considered localised and, according to the NPPF, would constitute less than substantial harm to the significance of the Conservation Area. Such harm must be balanced against any public benefits. The submitted documents note that the scheme would offer 438 hours per year, per screen, for free Council advertising and messaging. Additionally, it is stated that the Street Hub can accommodate environmental sensors to monitor air quality, noise, and traffic, and is powered entirely by renewable, carbon-free energy. While these features provide some public benefit, they are not deemed sufficient to outweigh the harm to the Conservation Area.

6.2 Impact on public safety

- 6.2.1 It is concluded that the proposal would not have an adverse effect on public safety or the safety of highway users.

7.0 CONCLUSION

It is considered that the proposed double-sided illuminated hub sign would cause significant harm to the streetscape. Owing to its scale, design, and method of display, and having regard to both the immediate locality and wider views, the proposal would adversely affect visual amenity and the character and appearance of the street scene, the setting of nearby listed buildings, and this part of the Bridgnorth Town Centre Conservation Area. The development fails to preserve or enhance the Conservation Area and would result in harm to its significance. Accordingly, the application is recommended for refusal as it conflicts with Local Plan Policies CS3, CS6, CS17, MD2, MD13 and the National Planning Policy Framework (NPPF).

8.0 Risk Assessment and Opportunities Appraisal

8.1 Risk Management

There are two principal risks associated with this recommendation as follows:

- As with any planning decision the applicant has a right of appeal if they disagree with the decision and/or the imposition of conditions. Costs can be awarded irrespective of the mechanism for hearing the appeal, i.e. written representations, hearing or inquiry.
- The decision may be challenged by way of a Judicial Review by a third party. The courts become involved when there is a misinterpretation or misapplication of policy or some breach of the rules of procedure or the principles of natural

justice. However their role is to review the way the authorities reach decisions, rather than to make a decision on the planning issues themselves, although they will interfere where the decision is so unreasonable as to be irrational or perverse. Therefore they are concerned with the legality of the decision, not its planning merits. A challenge by way of Judicial Review must be made a) promptly and b) in any event not later than six weeks after the grounds to make the claim first arose.

Both of these risks need to be balanced against the risk of not proceeding to determine the application. In this scenario there is also a right of appeal against non-determination for application for which costs can also be awarded.

8.2 Human Rights

Article 8 gives the right to respect for private and family life and First Protocol Article 1 allows for the peaceful enjoyment of possessions. These have to be balanced against the rights and freedoms of others and the orderly development of the County in the interests of the Community.

First Protocol Article 1 requires that the desires of landowners must be balanced against the impact on residents.

This legislation has been taken into account in arriving at the above recommendation.

8.3 Equalities

The concern of planning law is to regulate the use of land in the interests of the public at large, rather than those of any particular group. Equality will be one of a number of 'relevant considerations' that need to be weighed in Planning Committee members' minds under section 70(2) of the Town and Country Planning Act 1990.

9.0 Financial Implications

There are likely financial implications if the decision and / or imposition of conditions is challenged by a planning appeal or judicial review. The costs of defending any decision will be met by the authority and will vary dependent on the scale and nature of the proposal. Local financial considerations are capable of being taken into account when determining this planning application – insofar as they are material to the application. The weight given to this issue is a matter for the decision maker.

10. Background

Relevant Planning Policies

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Southern Planning Committee - 16th December 2025

Footpath Outside 75 High Street

Central Government Guidance:

West Midlands Regional Spatial Strategy Policies:

Core Strategy and Saved Policies:

RELEVANT PLANNING HISTORY:

PREAPP/10/02430 Proposed parking metres OBJECT 12th July 2016

HEPRE/13/00307 Repairs to mounting block adjacent to 82 High Street, Bridgnorth LBCNRQ
7th November 2013

25/03855/FUL Installation of BT Street Hub Unit with advertisement panels PCO

25/03856/ADV Installation of BT Street Hub Unit with advertisement panels PDE

11. Additional Information

View details online: <http://pa.shropshire.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=T44VGQTDLET00>

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)
Cabinet Member (Portfolio Holder) - Councillor David Walker
Local Member Cllr Peter Husemann
Appendices APPENDIX 1 - Conditions

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