

Nicola Gunn

From: Contact Centre (CRM) <contact@ribblevalley.gov.uk>
Sent: 14 January 2023 17:18
To: Planning
Subject: Planning Application Comments - 3/2023/0006 FS-Case-478555996

Categories: xRedact & Upload

[REDACTED]

Lancashire

[REDACTED]

Planning Application Reference No.: 3/2023/0006

Address of Development: King St, Clitheroe

Comments: I submit this objection on behalf of Clitheroe Civic Society.

The proposed Street Hub is completely inappropriate for our historic town centre. Despite some limited community benefits, BT Street Hubs are basically monolithic double sided, 2x75inch digital advertising boards. They would not otherwise receive planning permission in our historic conservation area.

Other towns have rejected these applications from BT and that includes Blackburn, Harrogate and Cheltenham where they were deemed too large, too visually intrusive and a detriment to listed buildings and conservation areas. All these apply in our small town centre - they are simply not appropriate. The visualisation provided with the application shows clearly the size and impact of the BT Hub and the detrimental impact it would have on the street scene in King Street. This is a speculative application and one that would bring much advertising revenue to BT - they are not providing these through philanthropy despite their glossy fact sheets.

The BT Hub will not enhance or preserve the character and appearance of Clitheroe's Conservation Area.

The digital advertisement boards will have a negative impact on amenity and would do nothing to enhance the character or appearance of the area.

Moreover, due to the size of the street hub, being large in comparison with other items of street furniture, the hub is too prominent and would add visual clutter to the street scene. I appreciate that the hub would replace the existing phone box in this location which may be deemed to be of some benefit in the retention of connectivity at the site in question.

LCD displays of a similar size (2 large ones per hub) are not common in the vicinity though and would appear over dominant and visually intrusive. Even if dimmed in night hours, they would still be particularly noticeable and harmful in the hours of darkness.

The proposal would undermine the character and appearance of nearby historic architecture and would cause harm to the significance of the Conservation Area and to designated heritage assets nearby. These detrimental impacts outweigh any public benefits of the proposal which considering the visual impact of the 2x75inch digital displays is a very small benefit indeed in the days of most people having individual mobile phones. Mobile phone signals are not an issue in the vicinity of the proposed hub.

It is important to consider whether these Hubs in the town centre of Clitheroe would have other visual context (as they would in many City Centres). In Clitheroe, they simply do not and therefore I urge this application to be refused.

The proposal also conflicts with advice given in 'Streets For All - Advice for Highway and Public Realm Works in Historic Places (2018) which states that poorly sited advertising can have a degrading effect on the character of conservation areas and the setting of listed buildings, especially when digital screens and internally illuminated signs are used.

In this location we have both a Historic town Centre, nearby listed buildings and a Conservation Area and as such the Hub has no place here.