

Planning

Growth & Development

Delegated officer report for planning application

Application no. 132682/AO/2022

Date registered valid: 12 January 2022

Proposal: Relocation of freestanding double sided Forum CIP 6 sheet portrait orientated illuminated displays that shows static images in sequence.

Address: Pavement Outside Number , 6 Mosley Street, Manchester, M2 3AN

Ward(s): Deansgate Ward

Applicant: Mr Martin Stephens JCDecaux 991 Great West Road , Brentford , Middlesex, TW8 9DN

Agent (if any):

Case officer: Gerry Reilly
Tel: 0161 234 4163
Email: gerry.reilly@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 25 February 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 27 January 2022 Expired: 17 February 2022

Neighbour notifications

No neighbour notifications have been printed and sent.

Site notice

Posted: 28 January 2022 Expired: 18 February 2022

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

The Site - This application relates to part of the pavement on Mosley Street, in the City Centre, specifically outside No. 6 Mosley Street. The area surrounding the application site is mainly commercial in nature, however a mix of uses are present including Piccadilly Interchange. The site is adjacent to the Upper King Street Conservation Area and the Smithfield Conservation Area, and in close proximity to a number of listed buildings.

The proposal - Advertisement consent is sought for "Relocation of freestanding double sided Forum CIP 6 sheet portrait orientated illuminated displays that shows static images in sequence." The existing double sided freestanding advertising structure will be replaced with the Forum CIP unit located 1m to the south east of the proposed location

Advertisement consent for the existing structure was granted in 2021 under application 130398/AO/2022 The Replacement of 15 existing freestanding advertising units comprising 6 sheet advertising panels with 15 "Forum" CIP advertising units within the Core City Centre (Group 4) at 15 Locations Within The Manchester Core City Centre Manchester. The would be a free-standing structure and feature a digital display screen on two sides together. The structure will have a maximum height of 2950mm, a maximum width of 1340mm and a depth of 255mm. The two digital screens on the unit will be 1.895m x 1.065m

The proposals merely involve the relocation of an existing double sided freestanding advertising structure that will be replaced with the Forum CIP unit at a location 1m to the south east of the present location

The unit and all electronic components are power efficient: The LED scheme has a lower power consumption than other forms of roadside self-contained advertising units, due to dynamic dimming control that uses approximately 30-40% less energy and minimizes the impact on the product on the environment. All JCDecaux digital furniture is designed and manufactured to the highest environmental standards to eliminate all single use functions and utilise long life and recyclable materials

Description of area

Description of development

Consultations & Notification Responses

Publicity - The application has been advertised on site as a Development of Public Interest

No representations have been received as a result of this publicity

Highway Services - The public payphone unit retains at least a 2m footway clearance as depicted on the submitted drawing, therefore does not obstruct pedestrian movement including buggies and restricted mobility/wheelchair users.

The unit does not obstruct vehicular or pedestrian sight lines. It does not impact upon MCC's future highway schemes.

In summary, Highways do not object to this proposal

Greater Manchester Police - no response to the consultation letter

Greater Manchester Pedestrians Society - no response to the consultation letter

Issues

The main issues for consideration relate to the impact of the advertisements on public safety and visual amenity. The main policies that relate to the proposals are Section 12 (Achieving well-designed places) of the National Planning Policy Framework, policies EN1 (Design Principles and Strategic Character Areas), SP1 (Spatial Principles), T1 (Sustainable Transport) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester, and saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters) of the Unitary Development Plan for the City of Manchester.****

Public Safety

The Head of Highway Services have stated that The applicant is to be advised of the details of working safely near Metrolink which can be found on the Metrolink Website at; <https://www.tfgm.com/public-transport/tram/workingsafely>. This document provides contact details for the Metrolink Operator in order that the proposed method of erection can be discussed and relevant permits obtained."

The applicant will be informed of the above via an informative attached to the permission

Given the above, the proposal is considered to be in accordance with Section 7 of the NPPF, policies T1 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policies DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester.

Visual Amenity

This application was submitted as the existing CIP unit was put in the same position as the former unit by mistake, it should have been moved away from the road/railings.

The new unit will be exactly the same as the one already located nearby. The proposals merely involve the relocation of an existing double sided freestanding advertising structure that will be replaced with the Forum CIP unit at a position 1m to the south east of the present location. There will be no further adverse impact on visual amenity and no increase in street clutter above the current situation.

Given the above, the proposals are considered to be in accordance with Section 12 of the National Planning Policy Framework, policies EN1, EN3, CC9, SP1, T1 and DM1 of the Adopted Core Strategy for the City of Manchester, and saved policies E3.3, DC15.1 and DC15.2 and DC18.1 and DC19.1 of the Unitary Development Plan for the City of Manchester.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approve

Article 35 Declaration

In assessing the merits of an application for planning permission officers will seek to work with the applicant in a positive and pro-active manner to seeking solutions to problems arising in relation to dealing with the application. Planning Officers have assisted in the determination of the application as a previous proposal related to the wrong site.

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) The development hereby approved shall be carried out in accordance with the following documents:

Documents

A01549 Rev A SITE 14 Mosley Street IFO 6/8, M2 3AN

Email from Martin Stephens received 12 January 2022

Pavement Remediation document.

Sustainable Objectives document.

Smart City CIP Unit Information document.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy.

Informatives

1) Details of working safely near Metrolink which can be found on the Metrolink Website at; <https://www.tfgm.com/public-transport/tram/workingsafely>. This document provides contact details for the Metrolink Operator in order that the proposed method of erection can be discussed and relevant permits obtained.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Greater Manchester Police
Greater Manchester Pedestrians Society

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Area Team Boundary - Name: CITY1