

metropolis pd ps green
Planning and Design

Planning Statement Spinningfields Manchester

On behalf of
Allied London Group

07/09/2021
Job Ref: 3203

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TABLE OF CONTENTS

1.0 Introduction

2.0 Site Context

3.0 Planning History

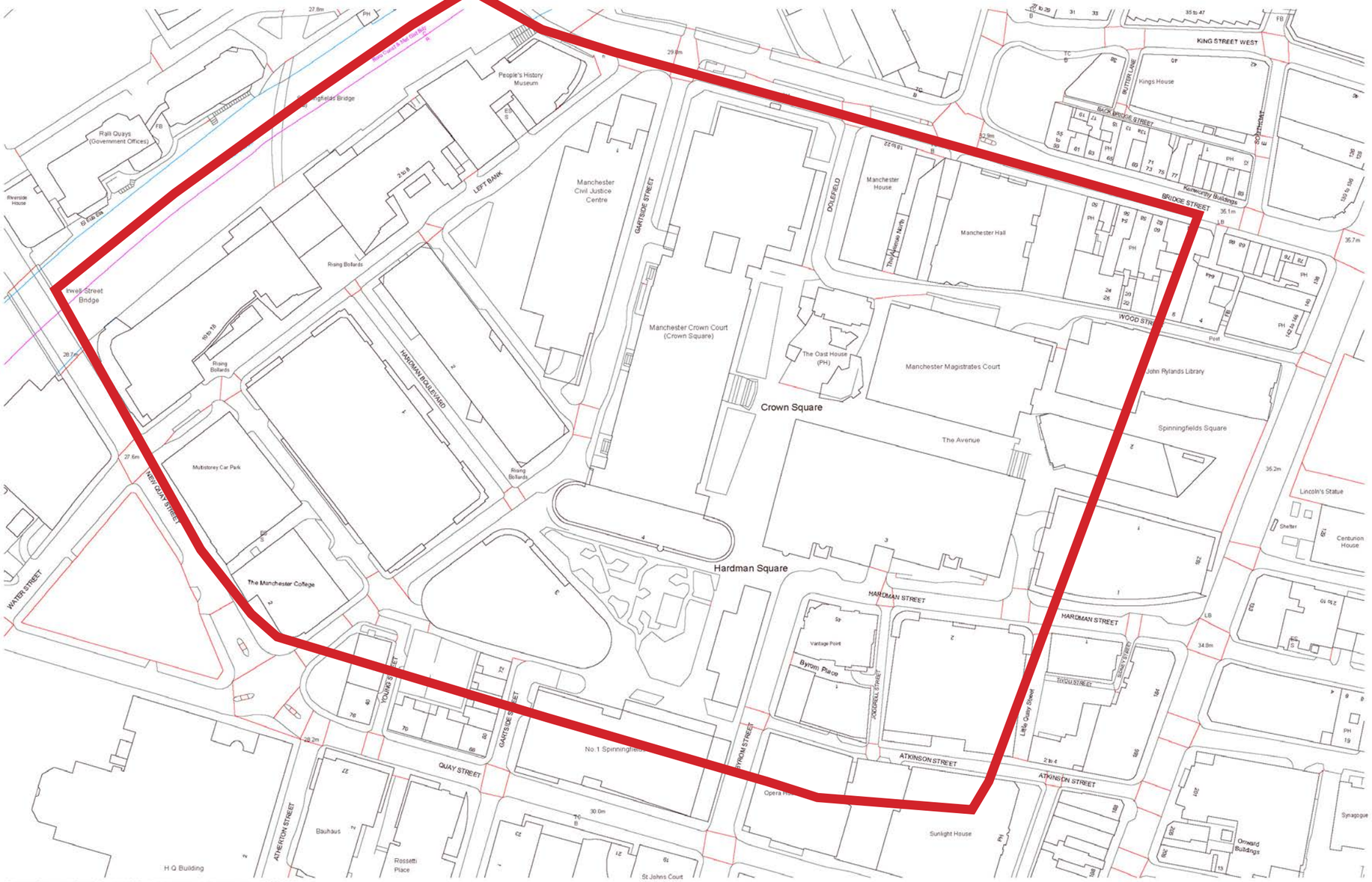
4.0 Proposed Scheme

5.0 Planning Policy Framework

6.0 Scheme Assessment

7.0 Conclusion

1.0 INTRODUCTION



Site Location- Spinningfields

1.0 INTRODUCTION

1.1 This document has been prepared to support applications for advertisement consent on 11 sites within the Allied London Spinningfields area in Central Manchester. Fifteen sites have been selected for the location of:

> *“Double-sided D6 LED Digital Display Unit to be sited on the pavement in the public realm.”*

1.2 All of the sites are in the ownership of Allied London Group and will be located in existing commercial areas at street level.

1.3 Following the effects of the Coronavirus Pandemic on both office and retail occupancy levels and the pedestrian footfall throughout Spinningfields, the proposals are one of a number of measures being considered by Allied London Group to boost revenues and ensure the vitality and viability of the area in the long term.

1.4 The LED digital display units proposed are a standard size (commensurate with a 6 sheet advertising panel) and a common feature within the public realm of Manchester and across the country. The dimensions of the display are consistent with those used on freestanding units on commercial high streets and retail centres.

1.5 Each display is 2.27m tall x 1.29m wide. The LED display will be illuminated in accordance with the Institution of Lighting Professionals guidelines, being the industry standard for such units.

1.6 Included in this document are location details and existing and proposed visual representations of the selected locations with an illustration of how the display will appear within the streetscene.

1.7 The displays will be managed on behalf of Allied London Group by Ocean Outdoor, an existing supplier to Manchester City Council for the last 10 years. Ocean understand that MCC require advertising structures to be in-keeping with the public realm strategy, ensuring the city centre remains an attractive place to visit. Ocean consult and plan for each advertising structure, to ensure that all structures are fully in-keeping with the immediate surroundings.

1.8 Consideration has been given to the Council's Local Plan Policy and National Planning Policy Framework (NPPF), and the provisions of the Advertisement Regulations 2007.

1.9 Paragraph 132 of the National Planning Policy Framework (NPPF) states that:

> *"...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."*

1.10 Local Planning Policies, as set out in the emerging Manchester Local Plan and adopted policies are only relevant to this assessment where they relate to matters of amenity and highway safety.

2.0 SITE CONTEXT

2.1 The following sites have been selected:

Site 1.	Pavement outside 4 Left Bank, M3 3AN
Site 2.	Pavement outside 1 Hardman Boulevard junction with Gartside Street, M3 3AQ
Site 3.	Hardman Square north side, pavement outside 4 Hardman Street, M3 3EB
Site 4.	Hardman Square South Side, M3 3EB
Site 5.	Crown Square, M3 3FL
Site 6.	Hardman Square North East Corner, M3 3EB
Site 7.	Pavement Outside The Avenue North, 18 Bridge Street M3 3BZ
Site 8.	The Avenue, M3 3AP
Site 9.	Hardman Street Pavement north side, Opposite Jodrell Street Junction, M3 3HF
Site 10.	The Avenue (eastern end), M3 3AP
Site 11.	Hardman Street, junction with Deansgate, M3 3HF

2.2 All of the sites are located in the public realm on land in the ownership of Allied London Group.

2.3 For the precise locations of each of the above, please refer to the plans attached.

2.4 For the purposes of assessment, the locations selected can be classified as either within the pedestrianised public realm or on the pavement adjacent to the public highway at the boundary of Spinningfields.

2.5 Sites in the first category include: 1-6, 8 and 10.

Site 1.	Pavement outside 4 Left Bank, M3 3AN
Site 2.	Pavement outside 1 Hardman Boulevard junction with Gartside Street, M3 3AQ
Site 3.	Hardman Square north side, pavement outside 4 Hardman Street, M3 3EB
Site 4.	Hardman Square South Side, M3 3EB
Site 5.	Crown Square, M3 3FL
Site 6.	Hardman Square North East Corner, M3 3EB
Site 8.	The Avenue, M3 3AP
Site 10.	The Avenue (eastern end), M3 3AP

2.6 In terms of the assessment of the proposals on amenity and public safety, all of the above sites are located in a commercial environment, adjacent to active frontages and adjacent buildings have commercial uses on the upper floors. They are also sited in pedestrian-only public realm and will not be visible to vehicular traffic. The pavement in these locations is wide and pedestrian movement will not be affected by the location of the displays proposed. As such, it is considered that all of the above sites meet the tests set out in the Advertisement Regulations 2007 in terms of their prospective impact.

2.7 The following sites 7, 9, and 11,

Site 7.	Pavement Outside The Avenue North, 18 Bridge Street M3 3BZ
Site 9.	Hardman Street Pavement north side, Opposite Jodrell Street Junction, M3 3HF
Site 11.	Hardman Street, junction with Deansgate, M3 3HF

are located on the pavement, and in closer proximity to vehicular traffic and their locations have therefore been subject to further detailed analysis, set out in subsequent sections of this statement.

2.8 The best way to assess the context of the proposals is by reviewing images of the locations and the appearance of the display unit within them. Therefore, included in this document are computer generated images of the display in situ in each of the above locations.

2.9 A number of the locations selected, as shown on the images included in this document, contain existing signage totems in the public realm. As part of these proposals, these existing totems will be removed and replaced with the units proposed to reduce clutter in the public realm.

2.0 SITE CONTEXT



3.0 PLANNING HISTORY

3.1 Given that the whole of the Spinningfields area is in private ownership, including the public realm at street level, there have been no recent applications for similar proposals in the immediate vicinity.

3.2 There are however numerous applications for Advertisement Consent which have been submitted for the display of illuminated shop fronts and associated with the commercial uses of ground floor units.

3.3 As such, at street level, the prevailing character is one of commercial activity and illuminated facades that provide a vibrant context within which the proposals will be viewed.

3.4 Given the commercial nature of the upper floor uses, the area is constantly illuminated at all times.

3.5 The City Council uses similar advertising units as part of their 'Loop' network in 19 locations in the public realm and adjacent to the public highway, across the city centre including:

- Albert Square
- Bridge Street
- Cross Street
- Deansgate

3.6 The selected sites themselves have no history of applications for advertisement consent in the form now proposed.



Existing View Loop at 188 Deansgate



Approved Loop at 188 Deansgate ref 116860/AO/2017

3.0 PLANNING HISTORY



Existing View Loop at Albert Square



Existing View Loop at Bridge Street

4.0 PROPOSED SCHEME

4.1 The LED display Unit proposed is referred to as a ‘D6’ as it has similar dimensions to a traditional 6 sheet advertising panel. These dimensions are the same as those used on free standing units and are a familiar sight, and of a familiar scale throughout the public realm.

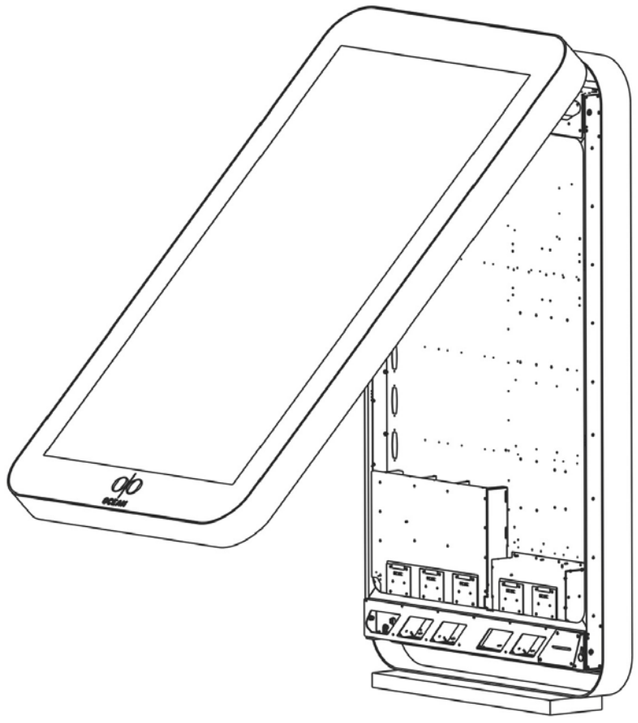
4.2 The plans opposite show the scale of the proposals.

4.3 The frame within which each double-sided LED display will sit is simple and uncluttered and minimises the overall size of the unit within the street. Planning permission for the frame and structure will be granted under s.222 of the Town and Country planning Act as part of this application for Advertisement Consent.

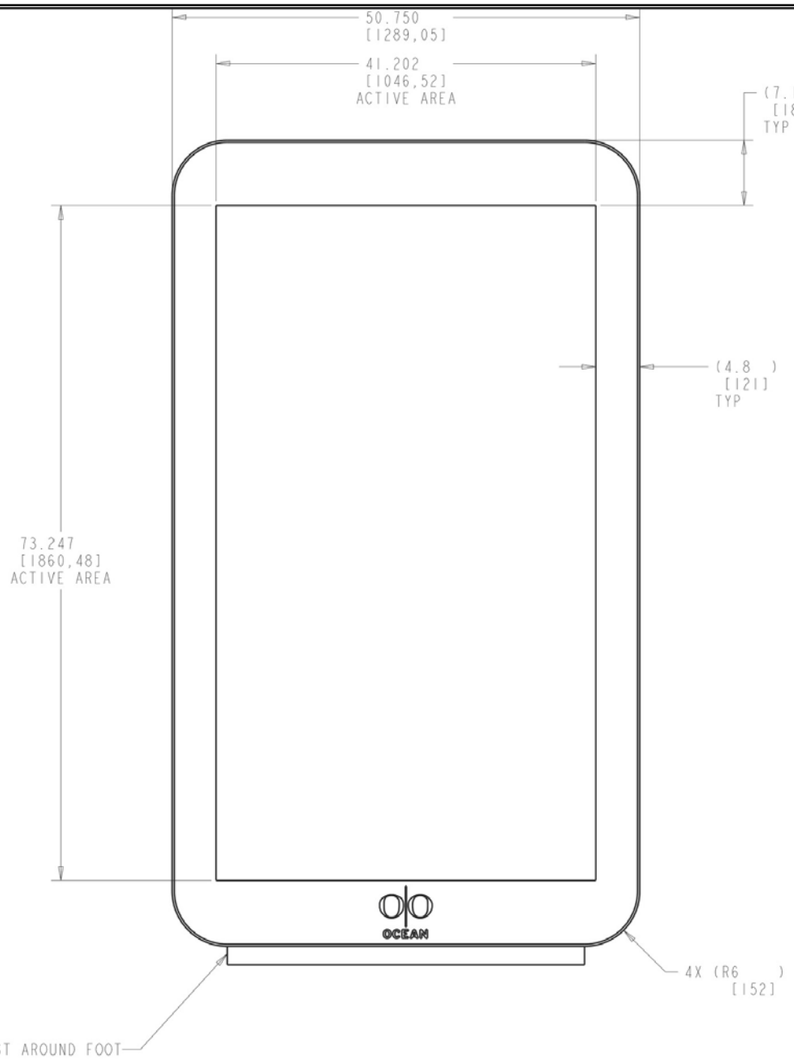
4.4 The display will be illuminated in accordance with the Institution of Lighting Professionals (ILP) Guidance to a maximum brightness of 300 candelas per square metre during the hours of darkness.

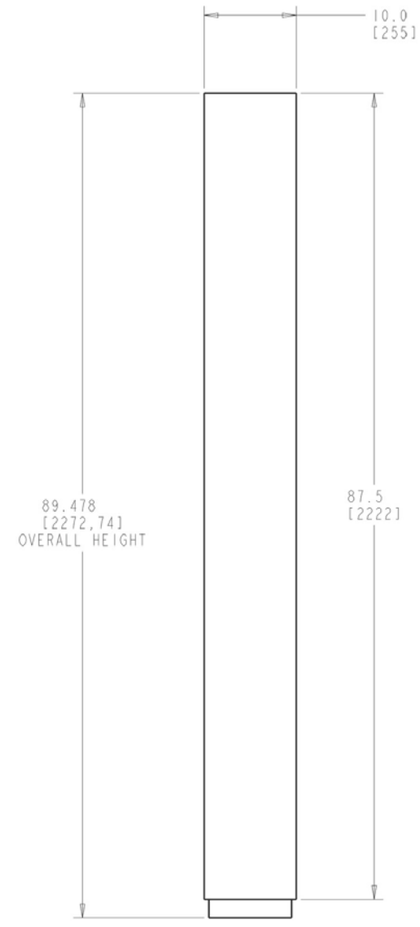


Line Drawing



SCALE 0.100





5.0 PLANNING POLICY FRAMEWORK

5.1 Consideration has been given to the Council's Local Plan Policy and National Planning Policy Framework (NPPF), and the provisions of the Advertisement Regulations 2007.

5.2 Paragraph 132 of the National Planning Policy Framework (NPPF) states that "...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."

5.3 The proposal complies with the NPPF and Local Plan Policies relating to Advertisements and is considered acceptable in terms of its impact on amenity and public safety.

5.4 The Council's adopted Core Strategy makes no reference to the control of advertisements. Saved UDP policy DC15 includes the following guidance on Advertisements Hoardings and Posters and offers a fairly comprehensive statement on the issues pertaining to the assessment of amenity and public safety:

1*5. ADVERTISEMENTS, HOARDINGS AND POSTERS DC15.1 The Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety. In determining applications for free standing hoardings and wall mounted posters the Council will take account of the following matters in assessing these interests:*

a. the general location of the proposed development and the effect on visual amenity;

b. the scope for posters and hoardings to make a positive contribution to the locality;

c. the design of the structures, and the relationship with any premises on which they are located;

d. the effect of the proposal on permanent redevelopment of the land;

e. public safety resulting from the positioning of the design of the display;

f. the ease with which the structure is capable of being satisfactorily maintained;

g. the use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent;

h. the use of hoardings as part of a scheme to prevent access by unauthorised users onto land pending development;

i. the use of hoardings to disguise or improve the appearance of unsightly features, operations or activities;

j. the number of advertisements in the locality and their cumulative effect on visual amenity.

DC15.2 In assessing the interests of amenity and safety the Council will take account of the following criteria:

a. *developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;*

b. *they should be in scale with the locality and relate properly to the site on which they stand;*

c. *they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;*

d. *a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.*

DC15.3 Where, having regard to the preceding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

Reasons :- The Council accept that advertisements can have a positive role in improving the quality of the visual environment in the City - examples are given in policy DC15.2. At the same time, there is the need to maintain public safety, avoid clutter, and safeguard the particular features of buildings or land.

6.0 SCHEME ASSESSMENT

Impact on Highway Safety

6.1 The application sites are located in an urban and commercial area in the centre. The principal approach to the display is a busy pedestrianised area.

6.2 For the purposes of assessment, the locations selected can be classified as either within the pedestrianised public realm or on the pavement adjacent to the public highway at the boundary of Spinningfields.

6.3 The proposed displays would be internally illuminated in accordance with ILP Guidance "The brightness of illuminated advertisements" 2015.

6.4 Sites in the first category include:

1-6, 8 and 10.

6.5 In terms of the assessment of the proposals on amenity and public safety, all of the above sites are located in a commercial environment, adjacent to active frontages and adjacent buildings have commercial uses on the upper floors. They are also sited in pedestrian-only public realm and will not be visible to vehicular traffic. The pavement in these locations is wide and pedestrian movement will not be affected by the location of the displays proposed. As such, it is considered that all of the above sites meet the tests set out in the Advertisement Regulations 2007 in terms of their prospective impact.

6.6 Visuals of the displays in each of the locations have been included in this submission to facilitate assessment of visual amenity.

6.7 The following sites, 7, 9, and 11, are located on the pavement, and in closer proximity to vehicular traffic and their locations have therefore been subject to further detailed analysis, set out in subsequent sections of this statement.

6.8 Site 7 – this location is set back from the back edge of the pavement and not angled towards the highway.

6.9 The full width of the pavement remains available for use by pedestrians.

6.10 The location will only be visible in close proximity from the pavement and recessed within the entrance to Spinningfields, as a result of the orientation will not directly face vehicular traffic.

6.11 The orientation of the display will not present the face of the display to traffic coming from St Mary's Parsonage.

6.12 Site 9 – traffic levels on this section of Hardman Street are low and it has the character of a service road. It is not busy with pedestrians or vehicular traffic and is more commonly frequented by delivery vehicles.

6.13 The siting of the display will not affect any turning traffic.

6.14 Vehicles exiting the underground car park will retain full visibility from traffic on the nearside (coming from the right upon exit).

6.15 The display will not have any adverse impact on visibility to the left, given the proximity of existing parking bays which are usually occupied and ensure caution in vehicles exiting the car park.

6.16 The display will be located on the roadside edge of the pavement and will therefore afford full visibility between vehicles and pedestrians on the pavement.

6.17 Site 11 – This display is orientated on an east-west axis and is set back from the pavement edge.

6.18 The display will not therefore face traffic on Deansgate and will face the lower trafficked carriageway of Hardman Street.

Impact on Visual Amenity

6.19 The application sites are located in the commercial heart of the City Centre.

6.20 As shown in the attached images, many of the proposed displays will replace existing signage totems to help reduce clutter and facilitate free flowing pedestrian movement.

6.21 It should be noted that given the commercial character of the area, ground and upper floors of all adjacent buildings are illuminated at night, providing further ambient light in addition to existing street light illumination within the public realm.

6.22 The proposed displays are not considered to adversely impact the visual amenity of the area and in fact makes a positive contribution to the commercial character of the area.

6.23 The proposed displays in terms of size, design, materials, illumination, location, structure and its positive contribution to the character of the area is considered to fully comply with Para 132 of the NPPF, and the aspirations of local policies.

The Public Realm and Street Furniture Strategy

6.24 We recognise the importance of ensuring the design and implementation of the proposed units meet the Council's public realm strategy. Implementation will be undertaken with full stakeholder consultation to include: Planning, Highways & Lighting and Street Cleansing.

6.25 The proposed design is aesthetically pleasing and shares common features with Ocean's existing LOOP units resulting in continuity of design.

6.26 The use of double-sided digital displays reduces the opportunity for vandalism. They are easy to keep clean and require no specialist or potentially harmful solutions.

6.27 Being slim and sleek, they take up a minimal amount of space, are accessible to all and therefore clearly assimilated in the street scene. Consideration will be given to respecting the specific public realm treatment around each location.

6.28 We will be deploying, in our opinion, the best small format digital screen in the market with the ability to accommodate all the technologies expected, including the use of 5G and capacity to deliver key public messaging on behalf of the Council, as well as providing media space for the Council's own use.

6.29 We have considered the integration of phone/USB charging points within the units however studying competitor use in other cities such as Birmingham, integration has contributed directly to anti-social behaviour and criminal activity. However, we can adapt to include this if the Council chooses.

6.0 SCHEME ASSESSMENT

Our Considerations Of The Surroundings In Which The Units Will Be

6.30 The Units need to be sited so as to facilitate free flowing pedestrian movement, especially important against the backdrop of the Coronavirus Pandemic and the on-going need for social distancing and space.

6.31 Mapping software has been used to identify the best locations meeting the specific criteria set out in the Council's public realm strategy referenced below:

a. The Units will be positioned so as to not obstruct pedestrian movement routes and to promote access for all users of footpaths including motorised/double buggies and the passing of two wheelchairs.

b. Units will not be located in positions that hinder inter-visibility between road users.

c. Where appropriate, consideration should be given to integrating the Units within other features such as bus stops in order to de-clutter the public realm.

d. Special consideration has been given to the placement of the Units within squares so as to avoid detracting from the space, within the appropriate scale of surroundings.

e. The Units will be located to avoid creating small spaces that provide opportunities for people to conceal themselves or that collect litter and other debris and encourage anti-social behaviour.

f. The Units will be positioned so that they do not hinder access to underground services or access covers.

g. The Units will be considered as secondary to other more functional street furniture elements such as seating, street trees and lighting.

h. The Units will not be used to define gateways into streets and spaces.

i. The Units will be distributed in order to avoid a concentration of displays in a single area which can become overwhelming.

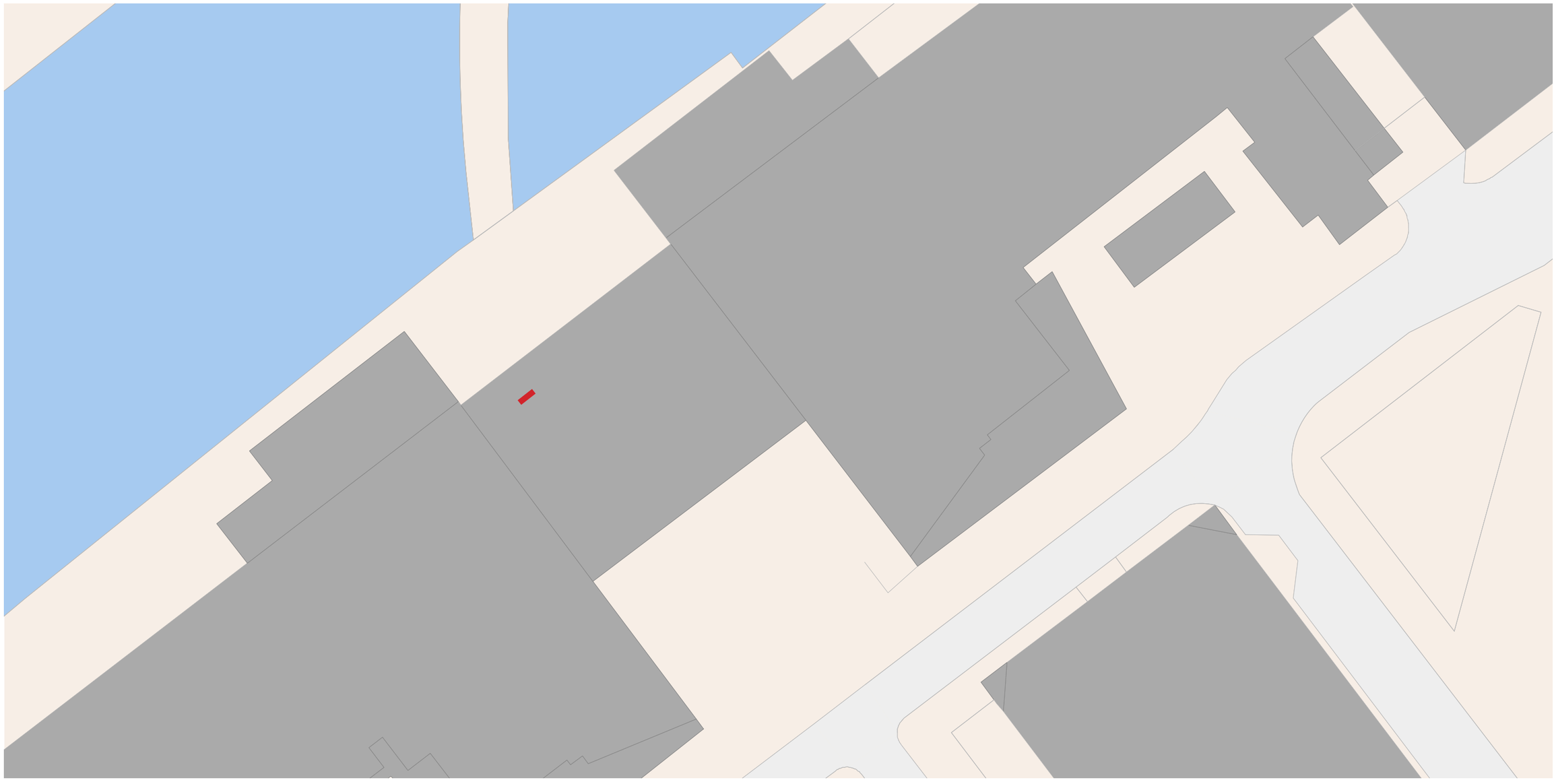
j. Many of the Units will be replacing existing signage totems to help reduce clutter and assist pedestrian movement.

k. Capacity to deliver Community Messages in conjunction with the Council requirements when appropriate.

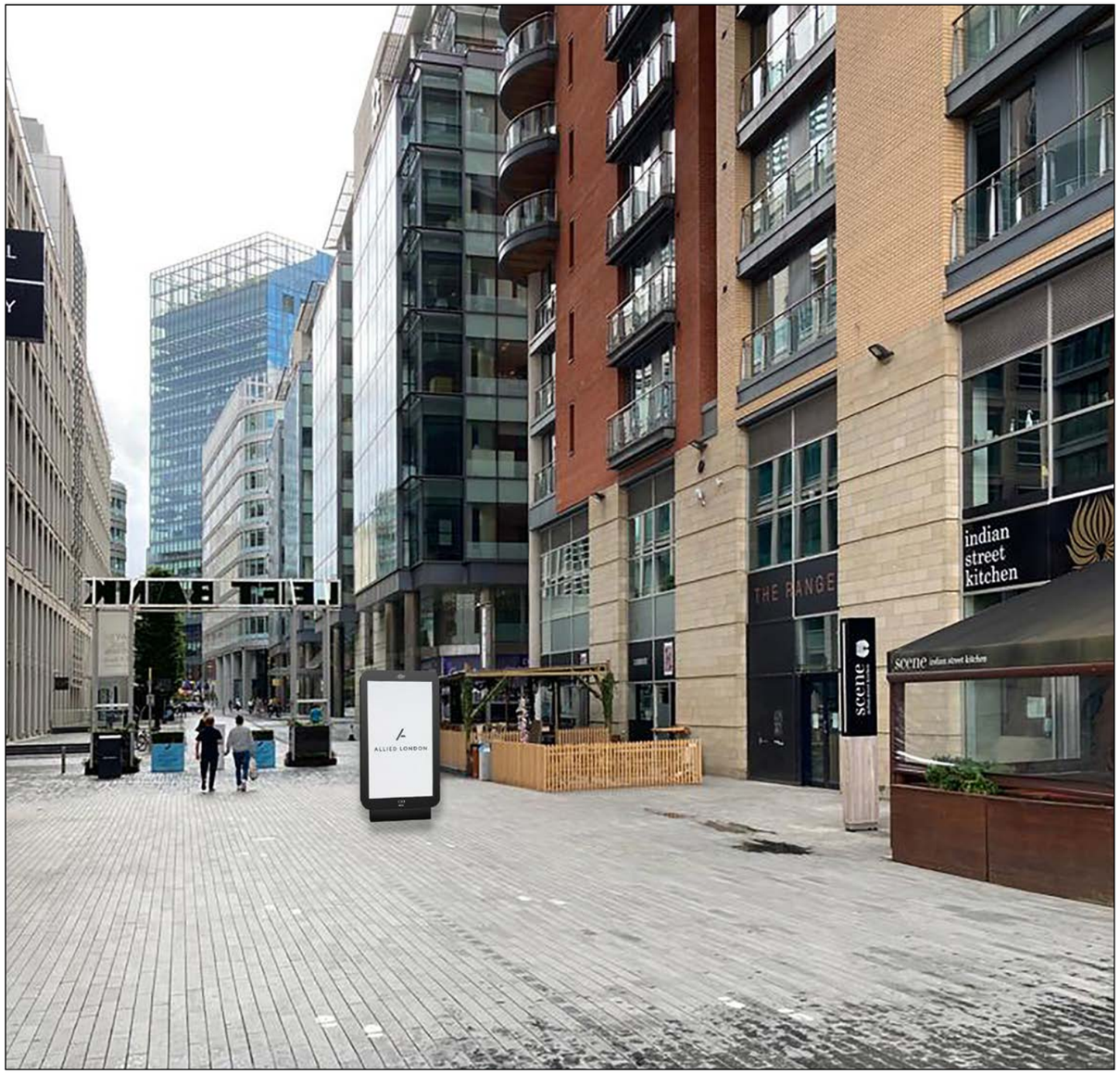
PROPOSED LOCATIONS



Site 1.Pavement outside 4 Left Bank, M3 3AN



Site 1.Pavement outside 4 Left Bank, M3 3AN

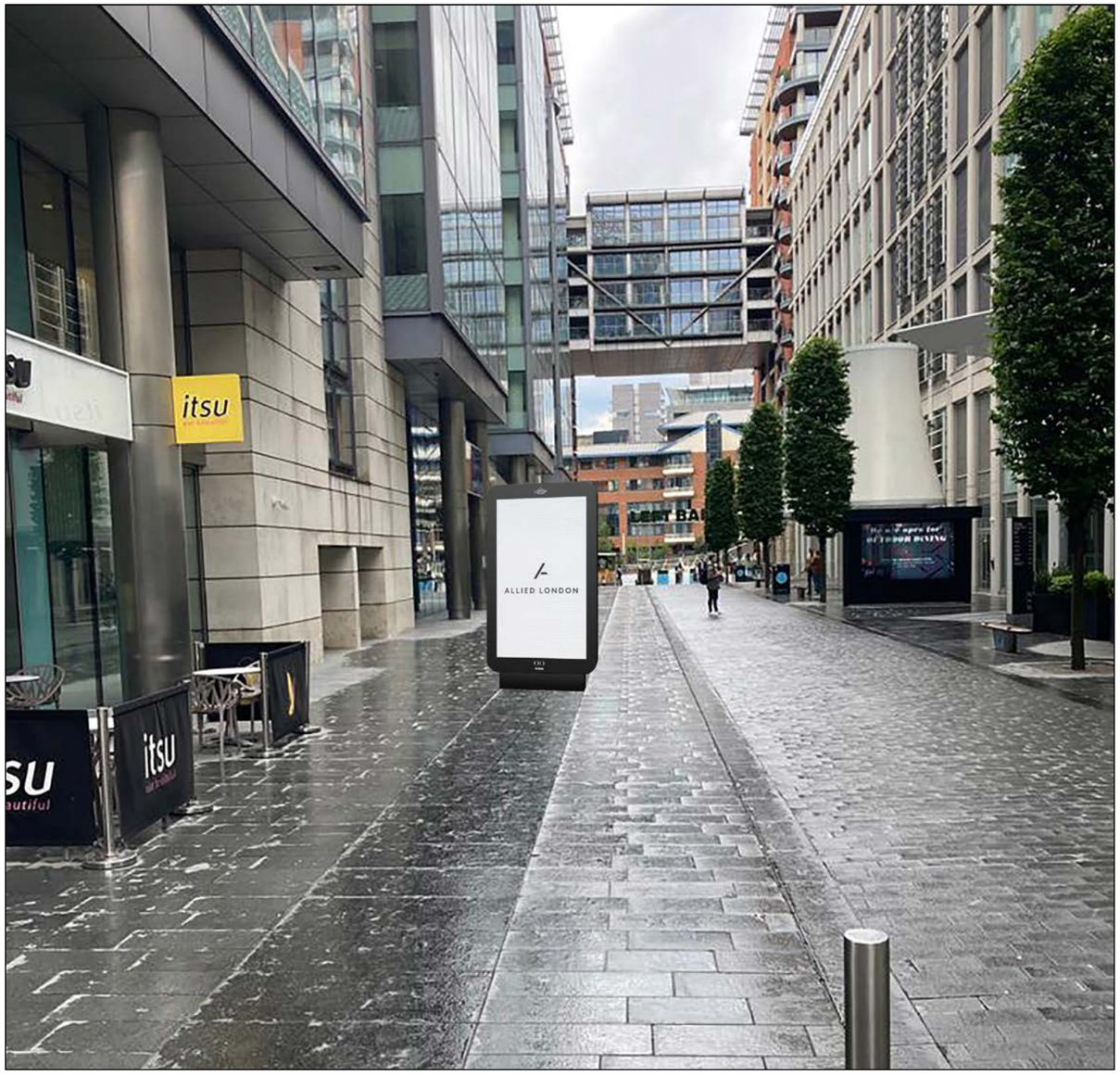


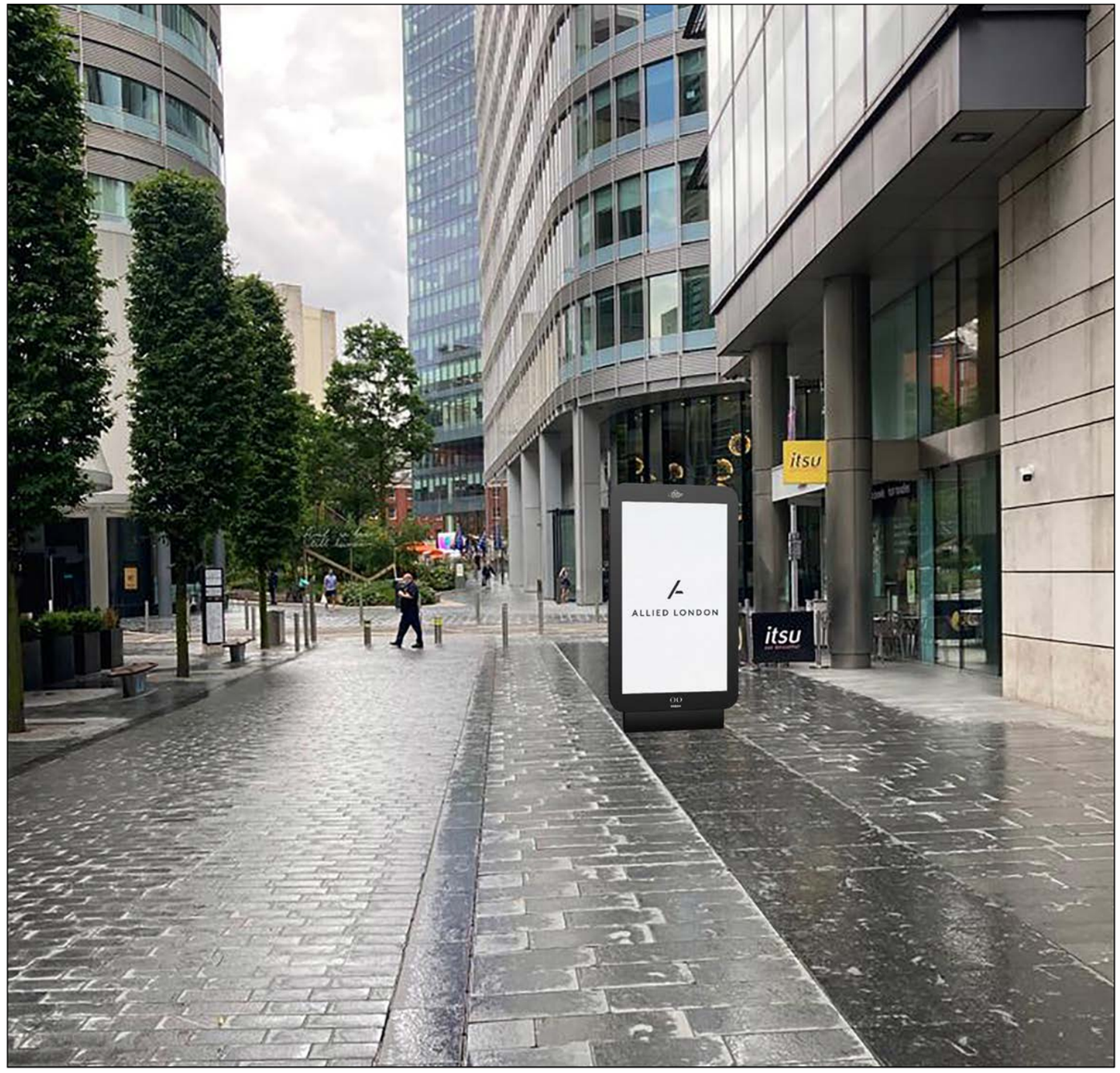


Site 2.Pavement outside 1 Hardman Boulevard junction with Gartside Street, M3 3AQ

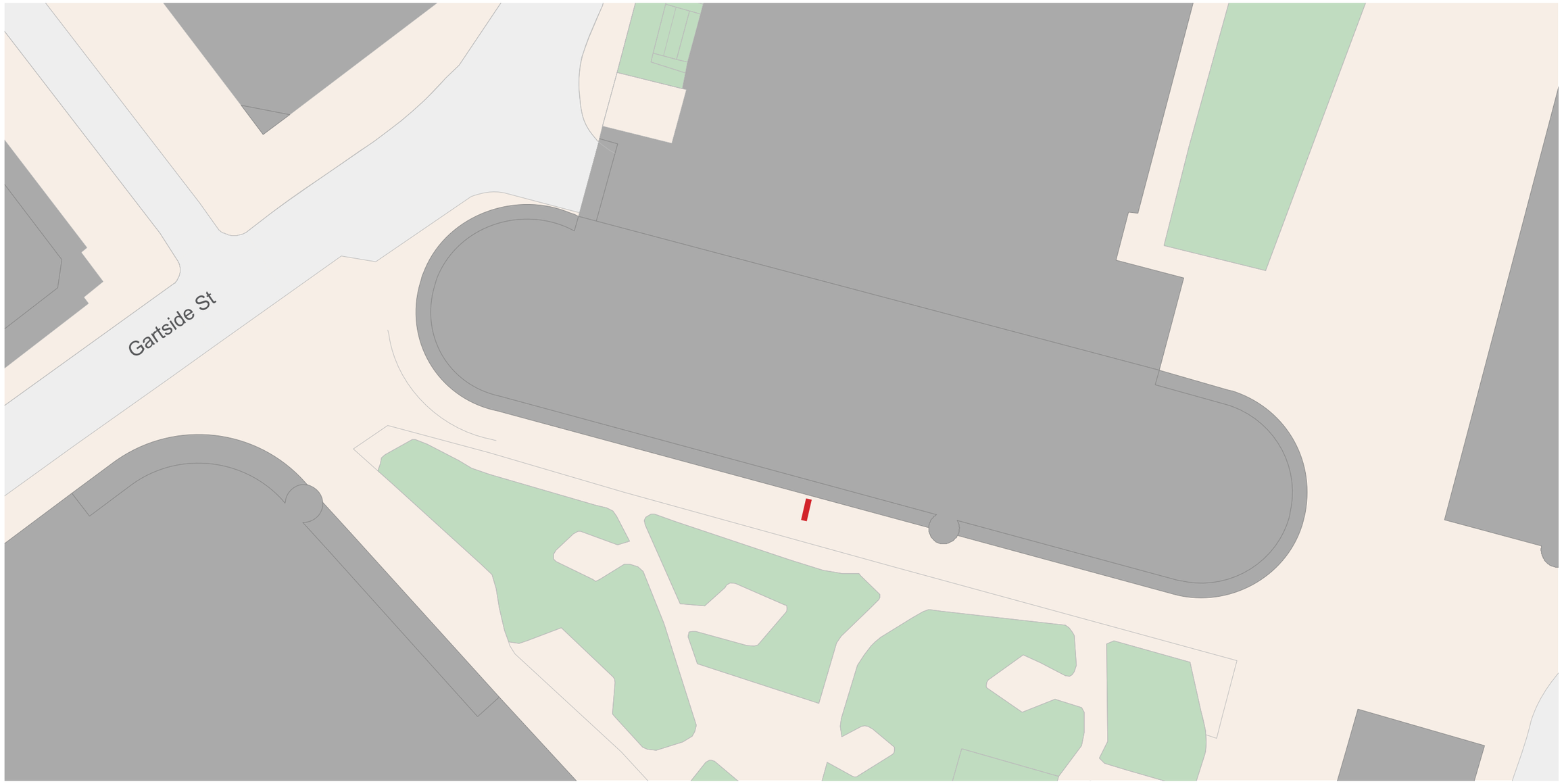


Site 2.Pavement outside 1 Hardman Boulevard junction with Gartside Street, M3 3AQ



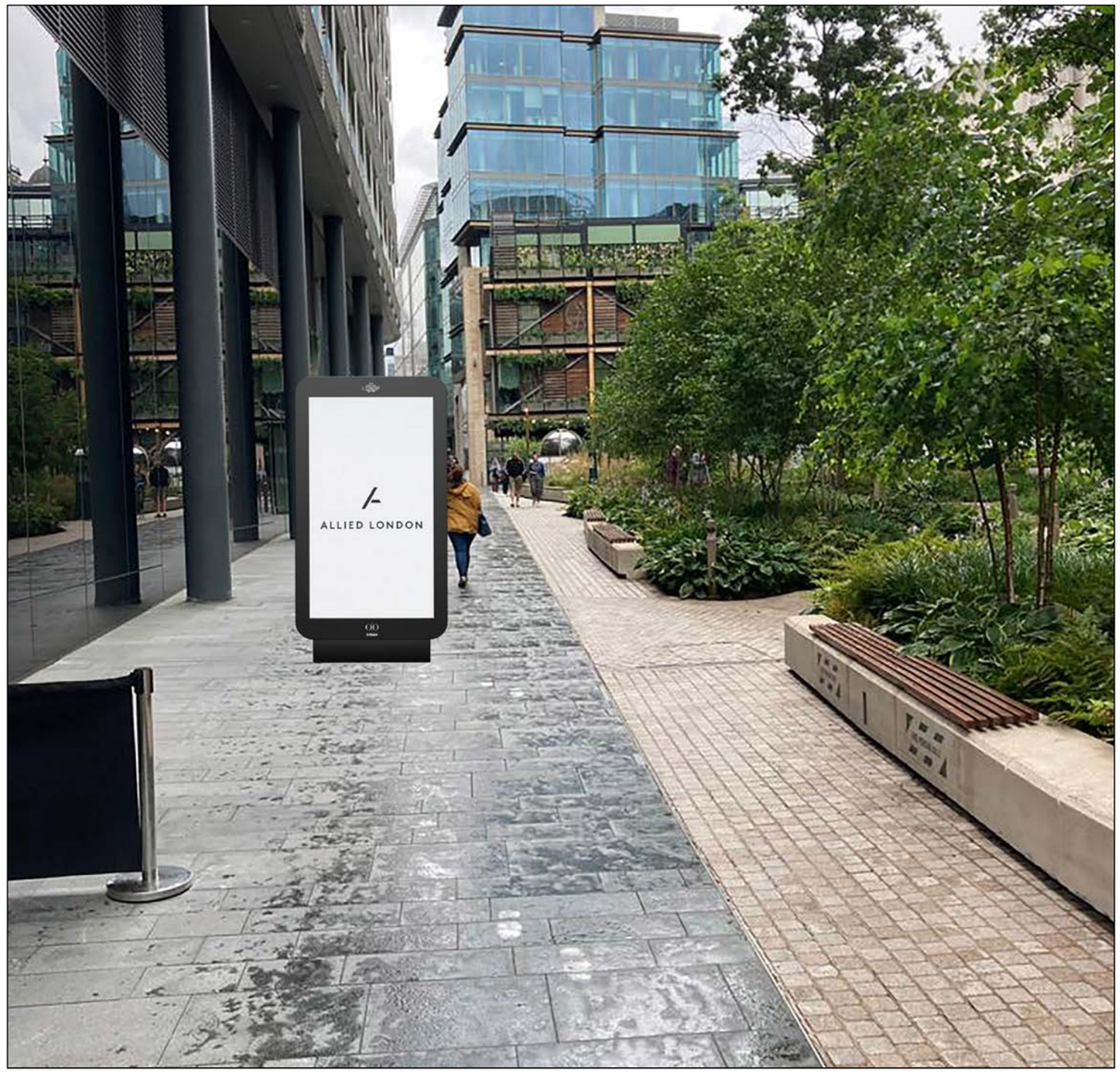


Site 3.Hardman Square north side, pavement outside 4 Hardman Street, M3 3EB



Site 3.Hardman Square north side, pavement outside 4 Hardman Street, M3 3EB

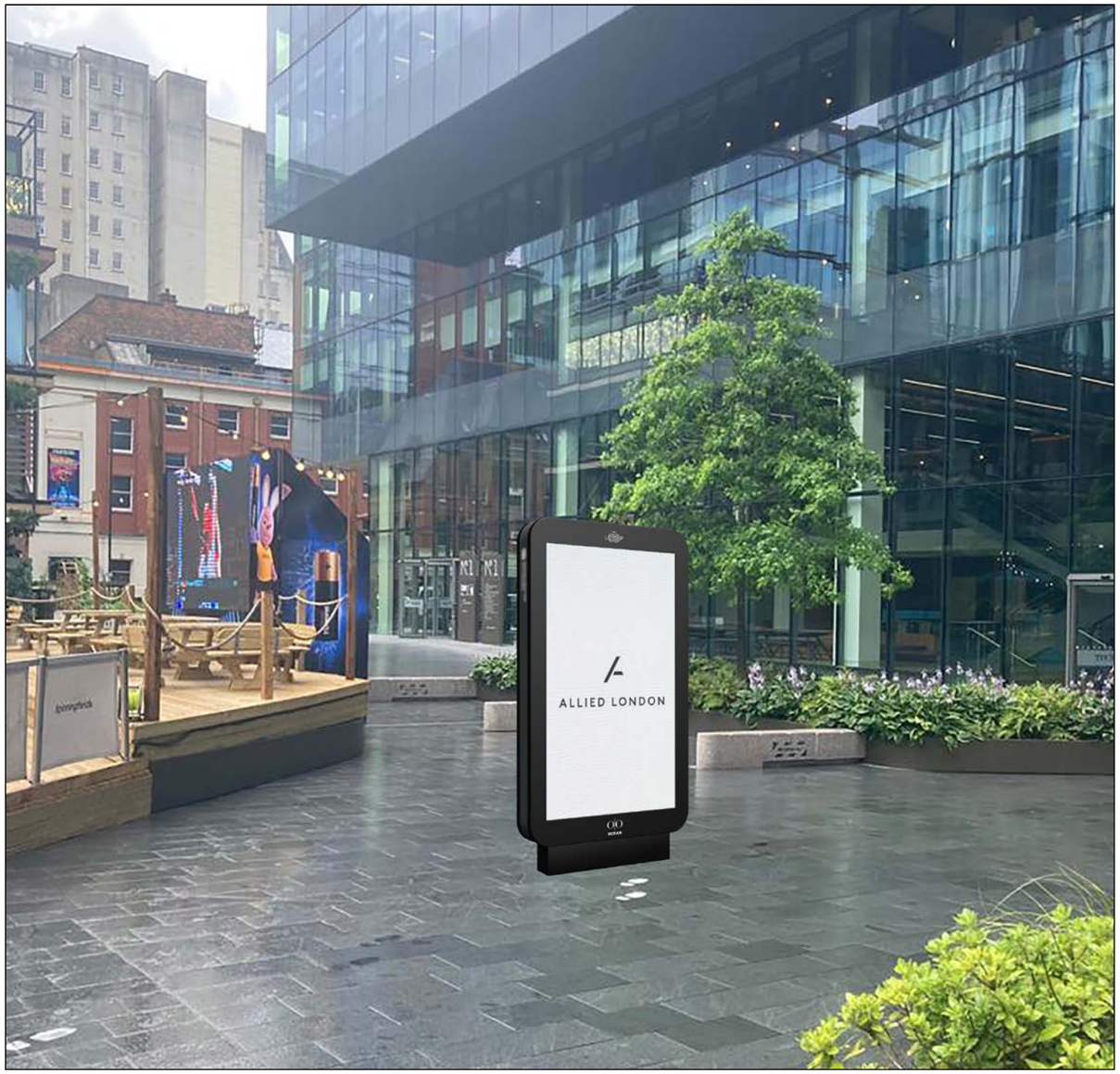


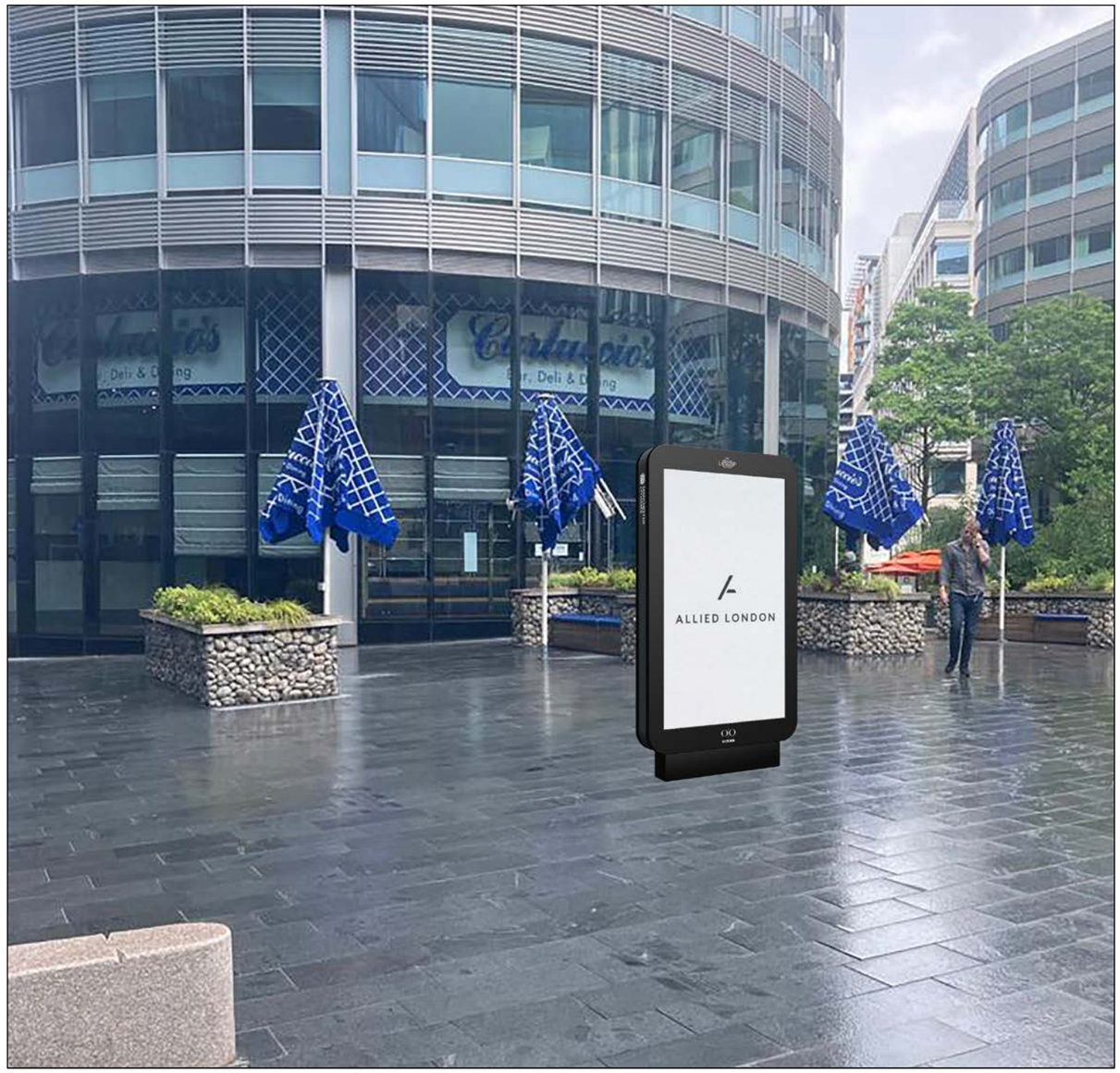


Site 4.Hardman Square South Side, M3 3EB



Site 4.Hardman Square South Side, M3 3EB



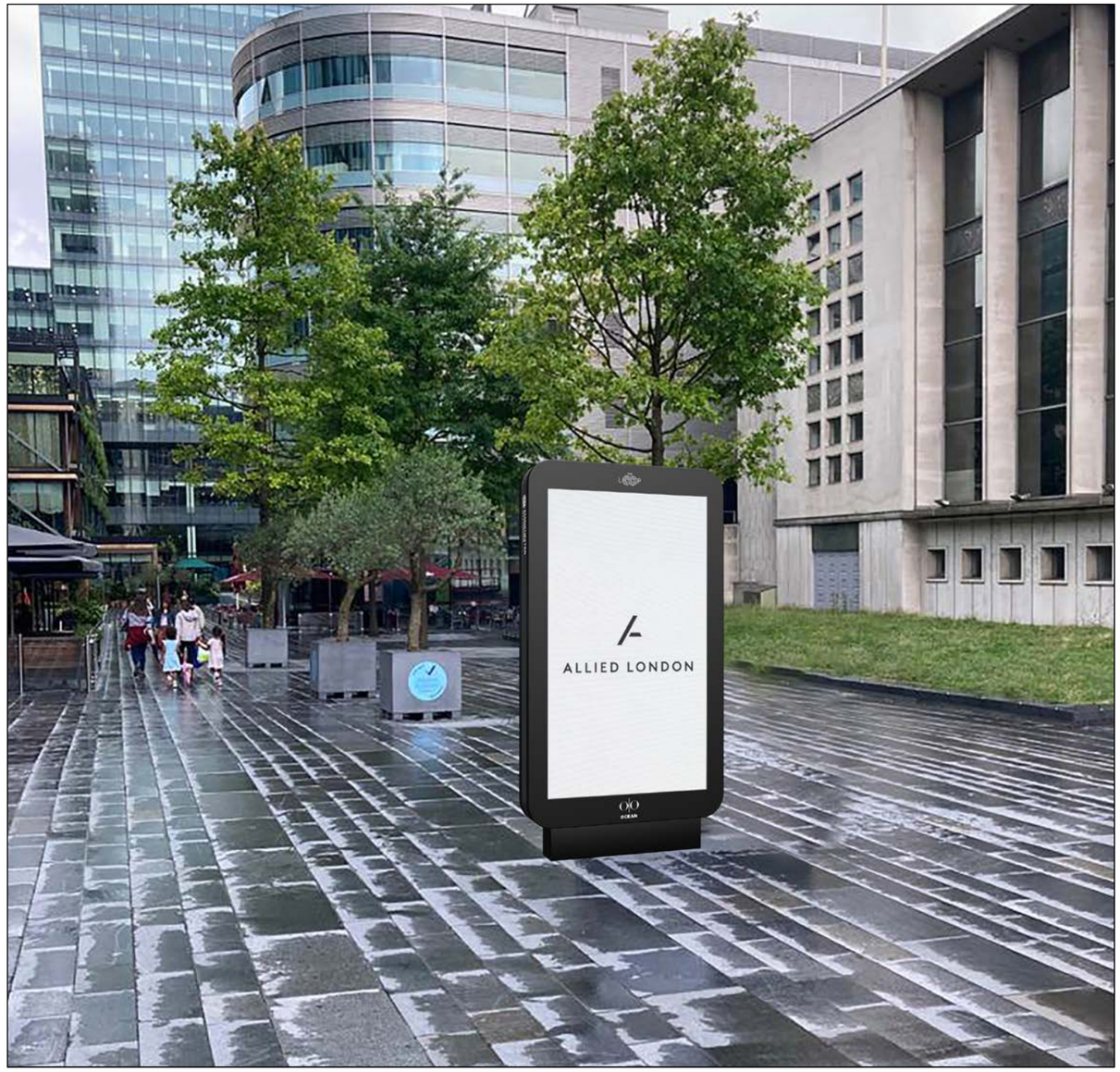


Site 5.Crown Square, M3 3FL



Site 5.Crown Square, M3 3FL

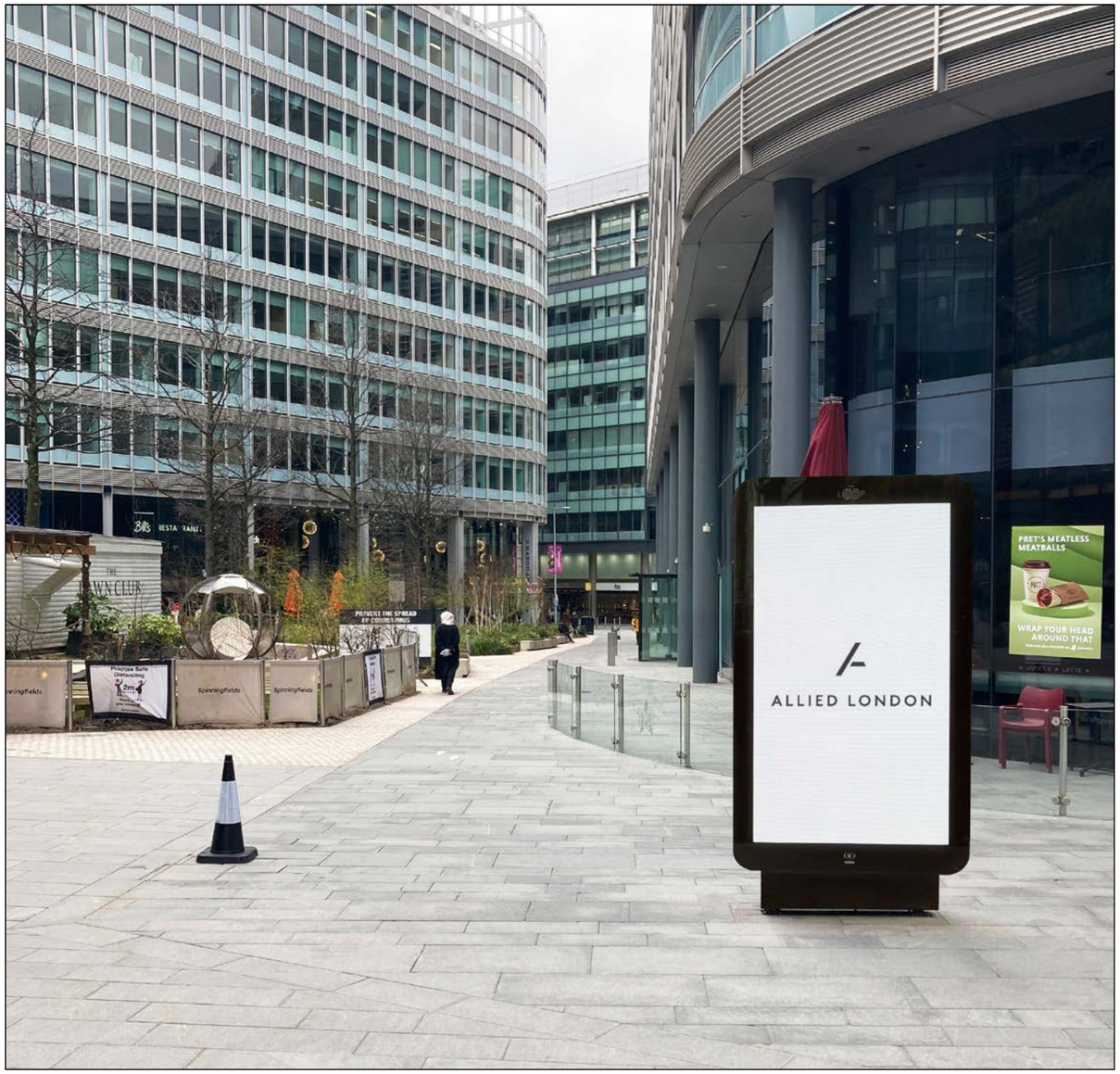


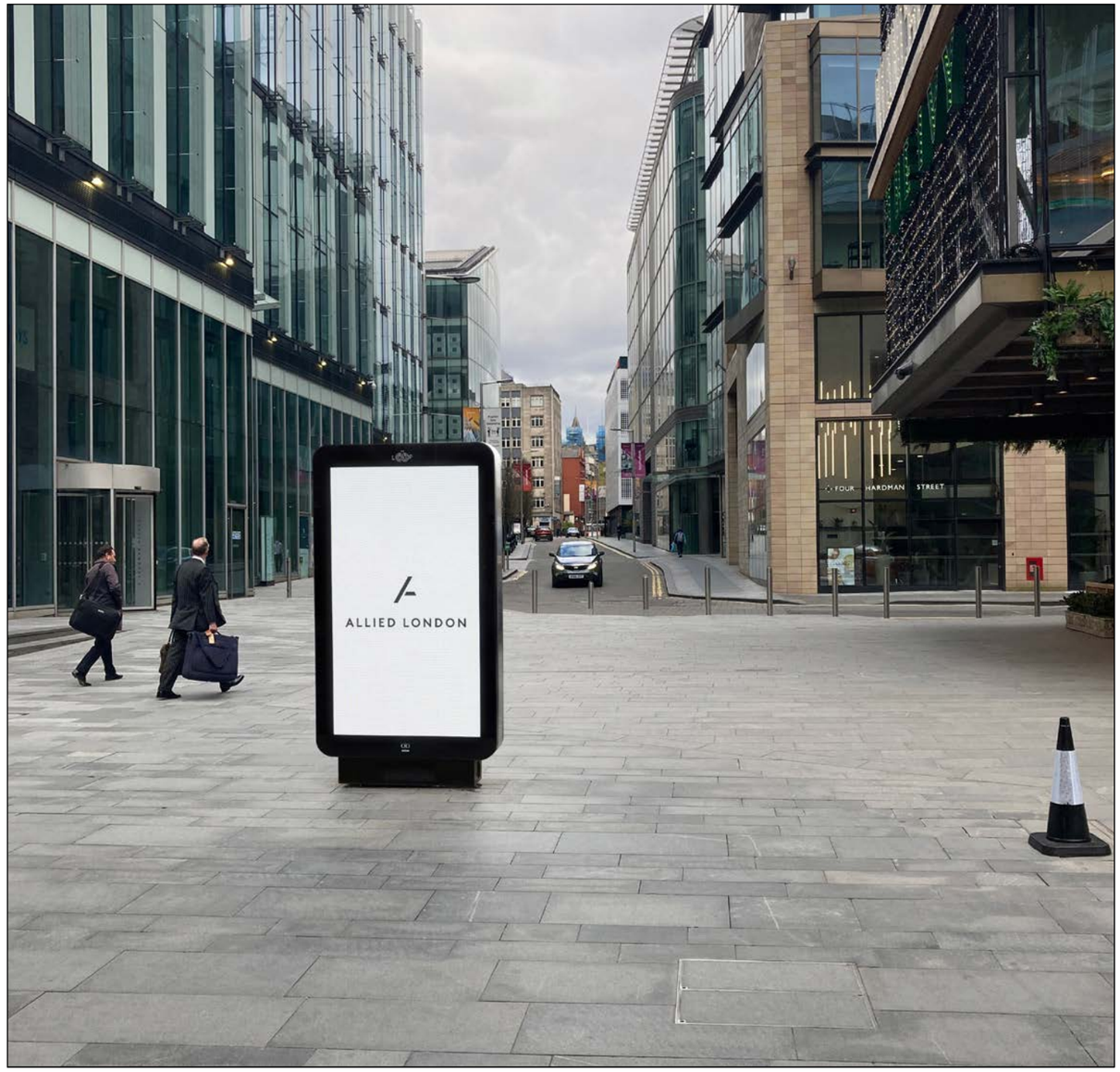


Site 6.Hardman Square North East Corner, M3 3EB

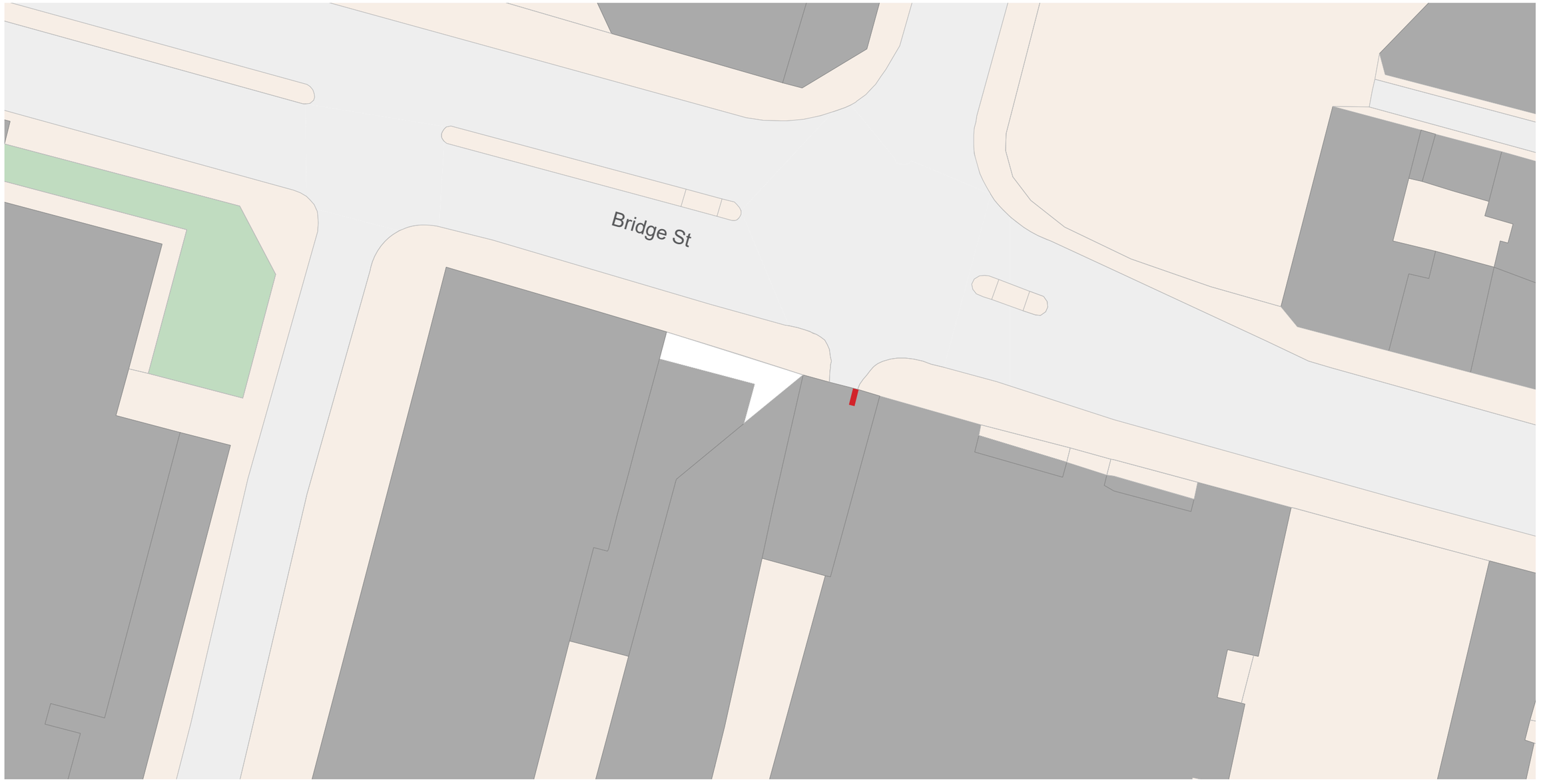


Site 6.Hardman Square North East Corner, M3 3EB





Site 7.Pavement Outside The Avenue North, 18 Bridge Street M3 3BZ



Site 7.Pavement Outside The Avenue North, 18 Bridge Street M3 3BZ

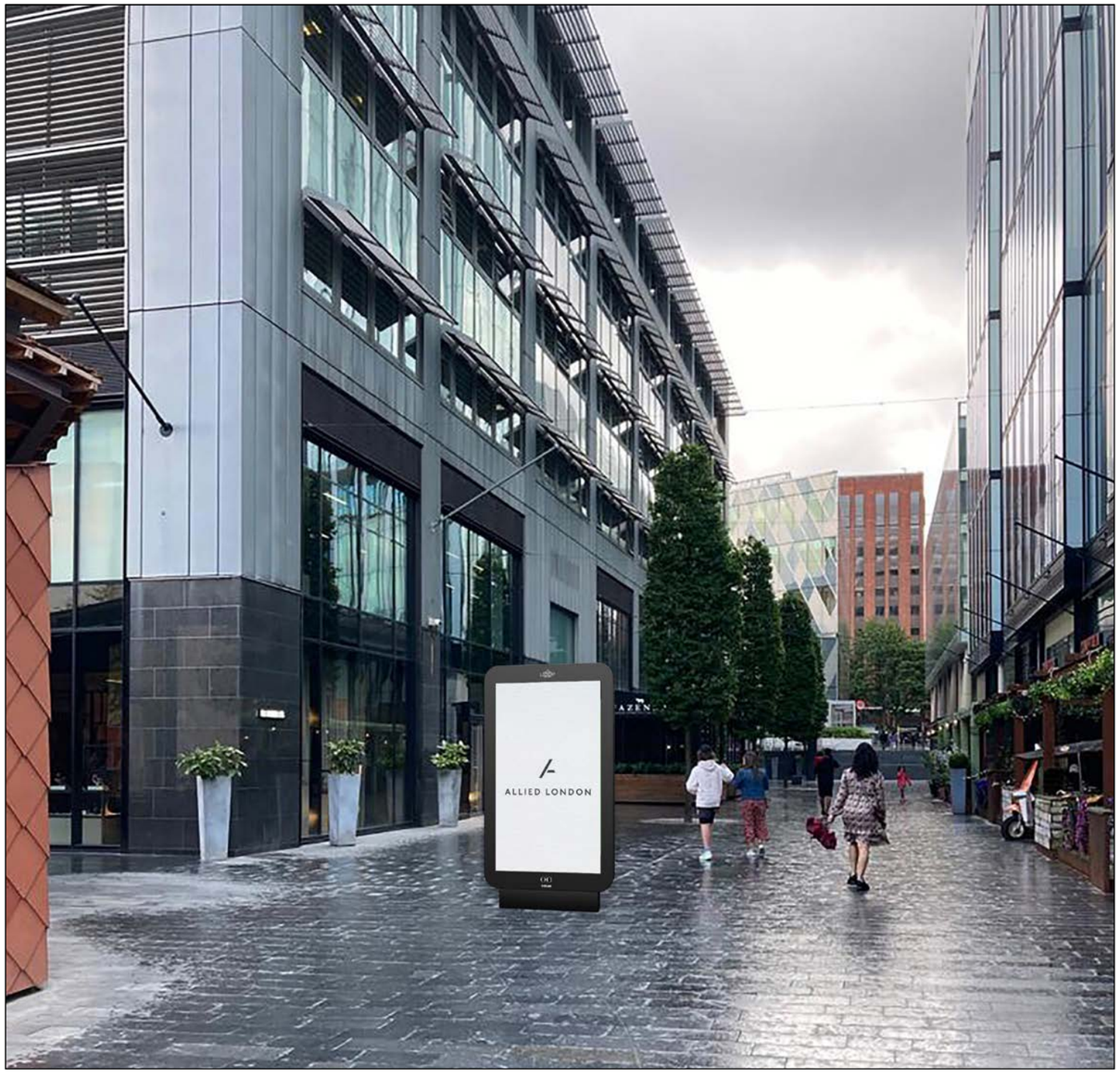


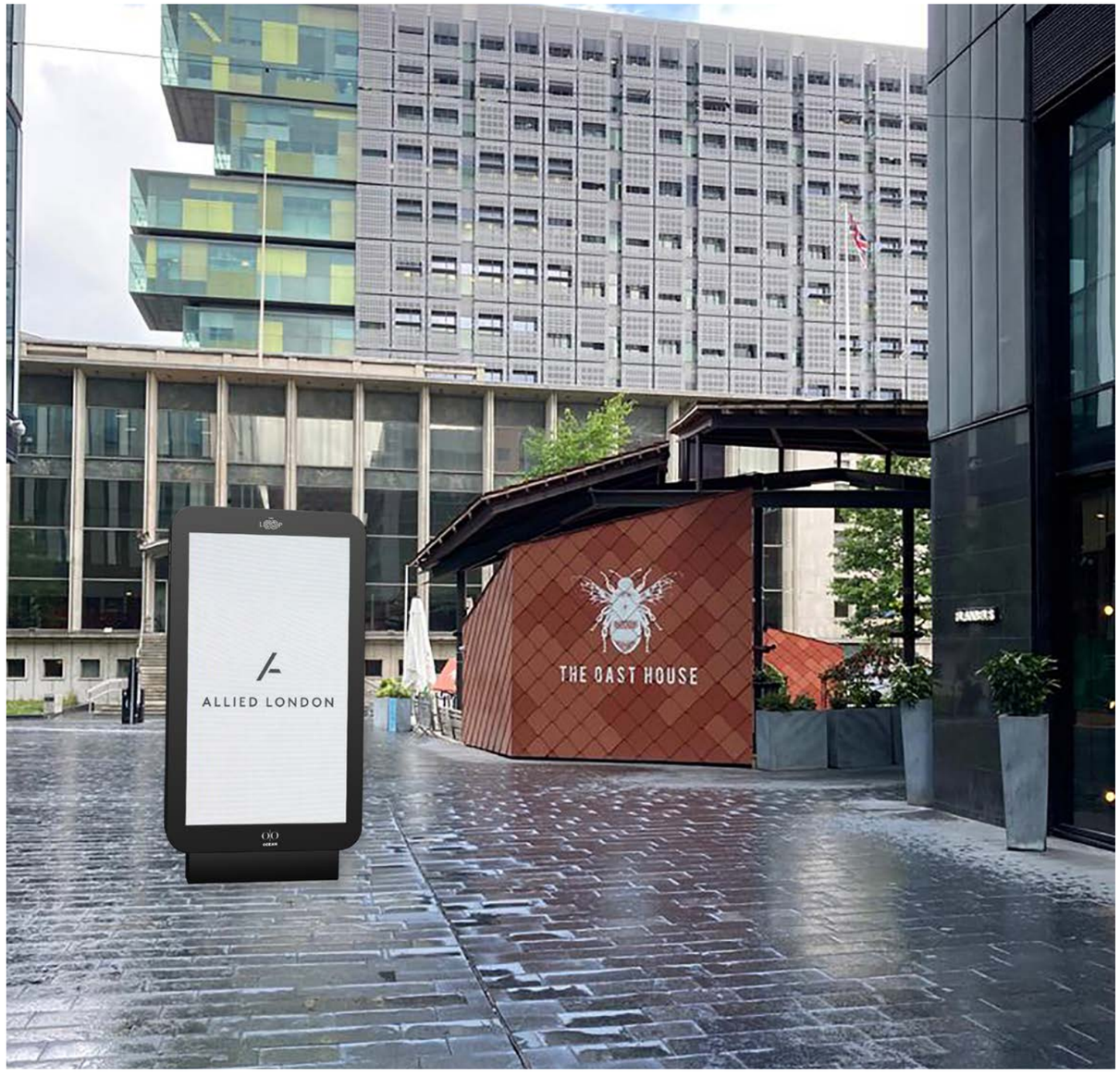


Site 8.The Avenue, M3 3AP



Site 8.The Avenue, M3 3AP

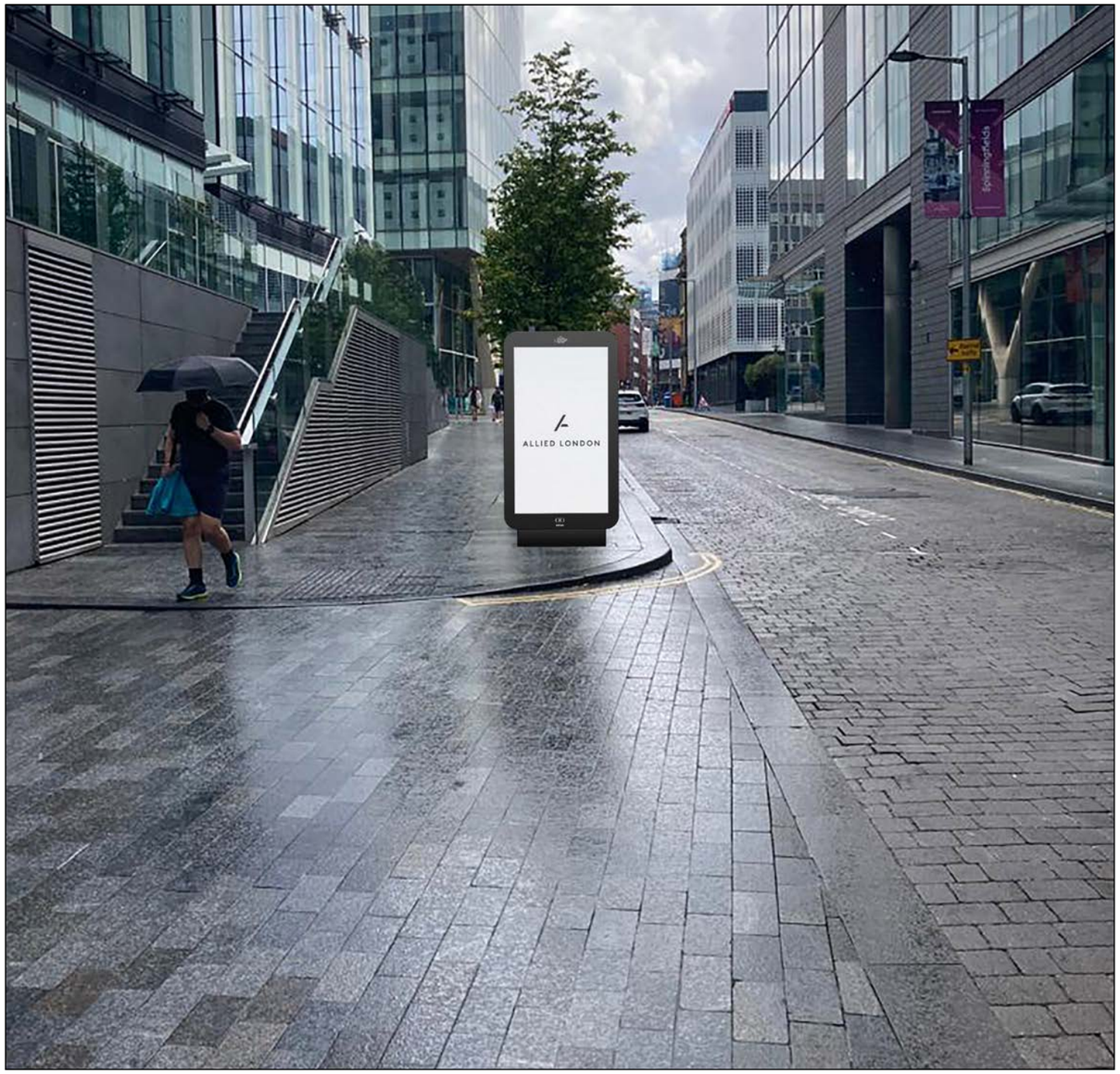


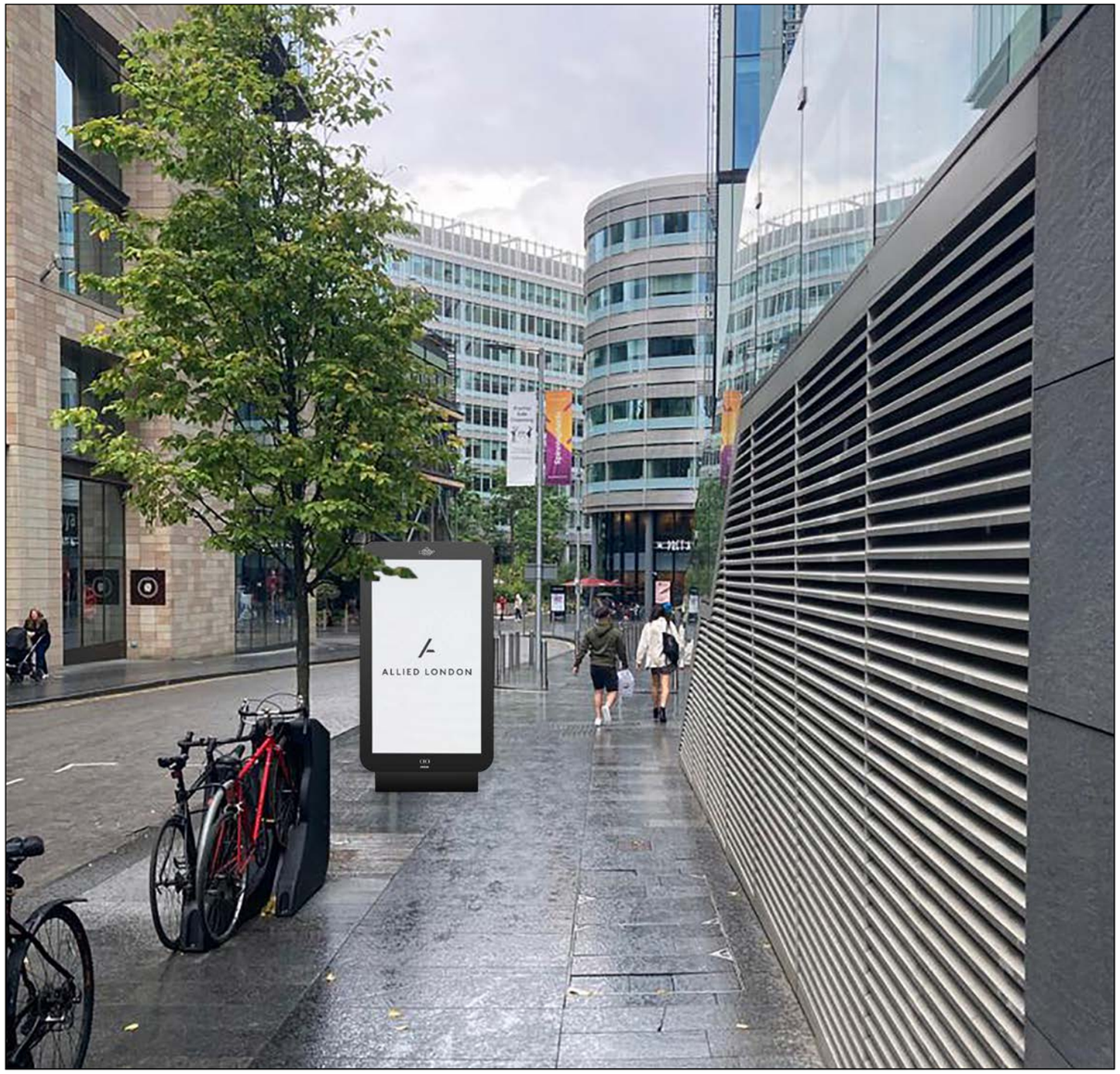


Site 9.Hardman Street Pavement north side, Opposite Jodrell Street Junction, M3 3HF



Site 9.Hardman Street Pavement north side, Opposite Jodrell Street Junction, M3 3HF

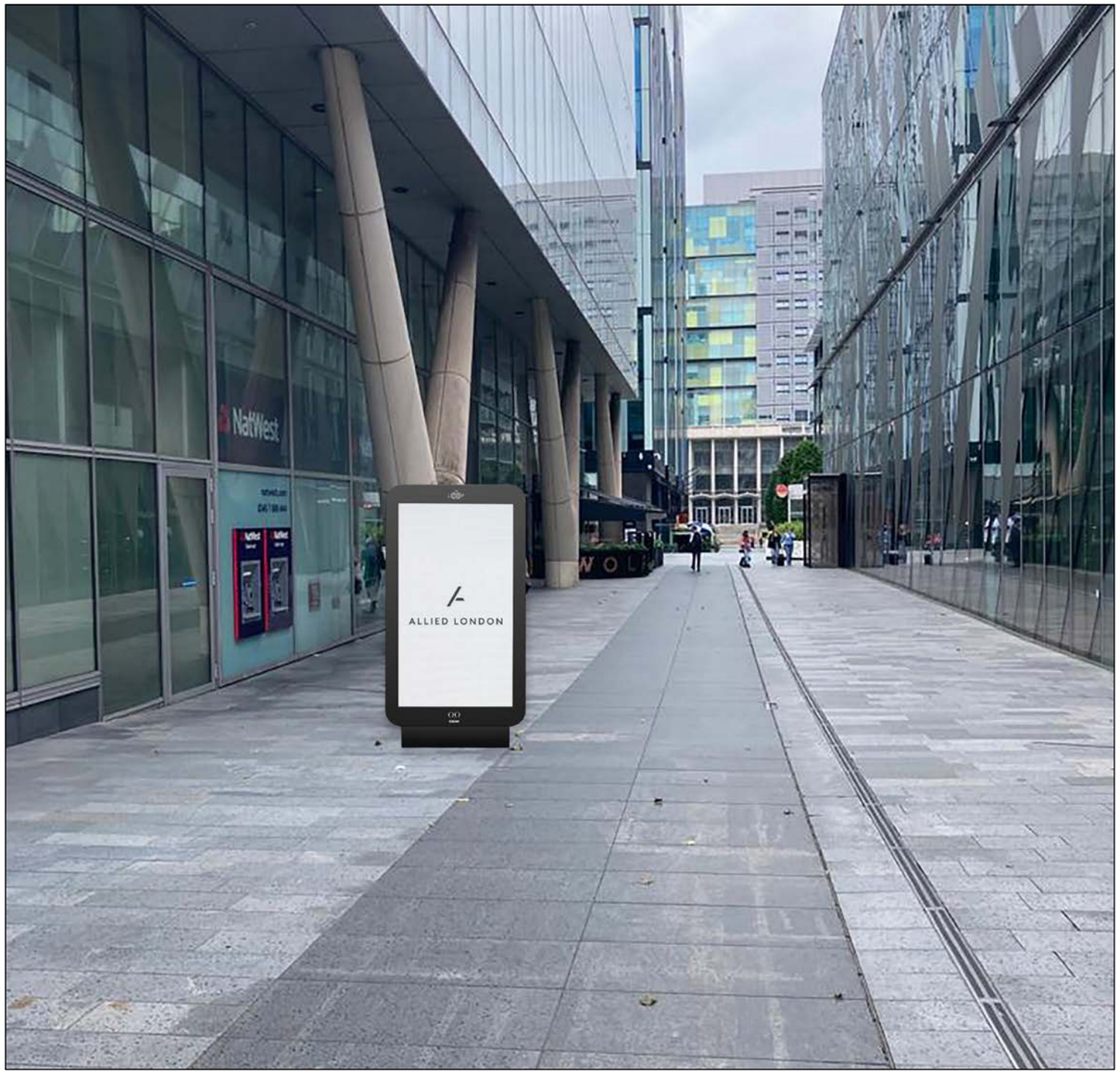


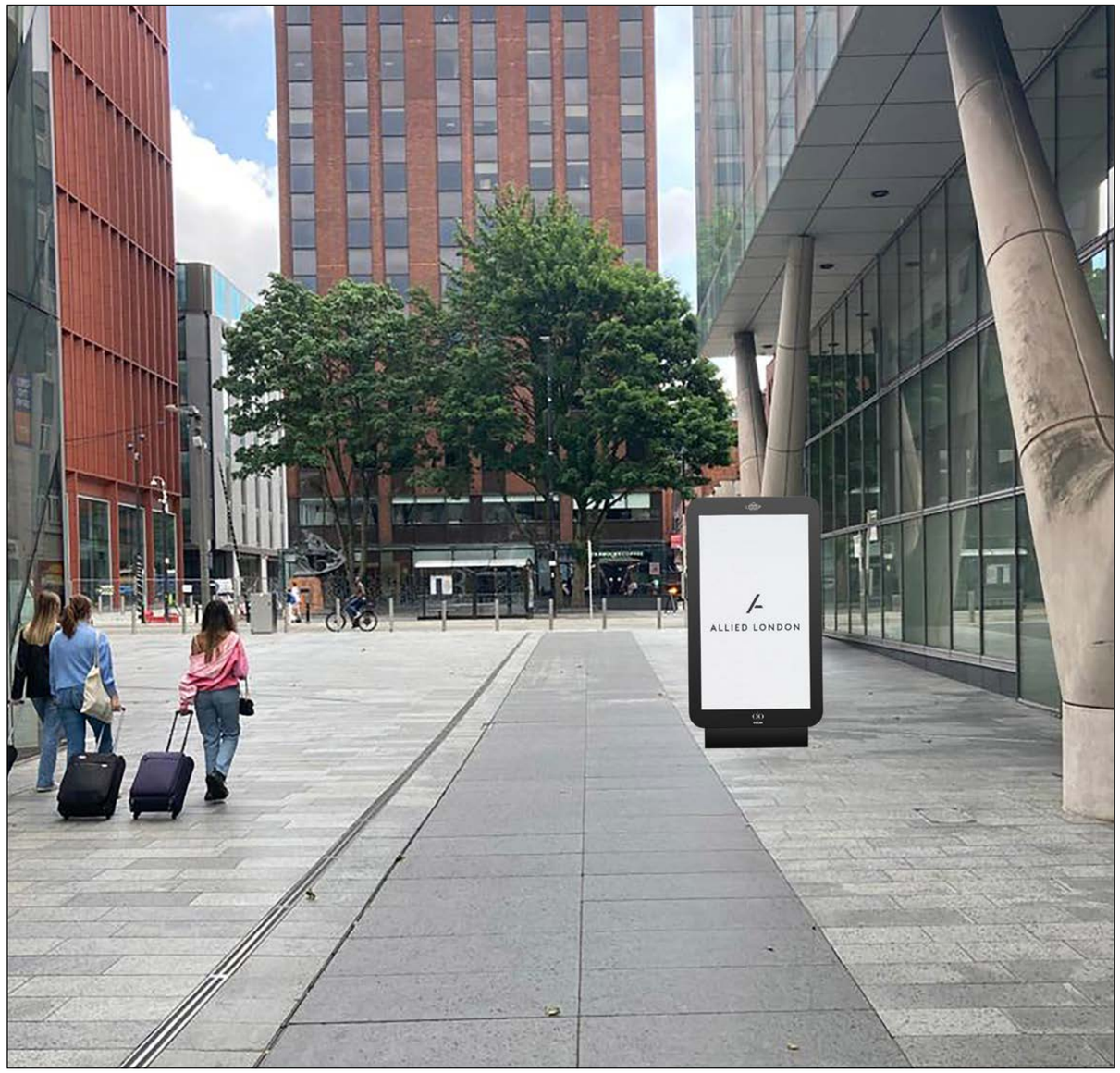


Site 10. The Avenue (eastern end), M3 3AP



Site 10. The Avenue (eastern end), M3 3AP

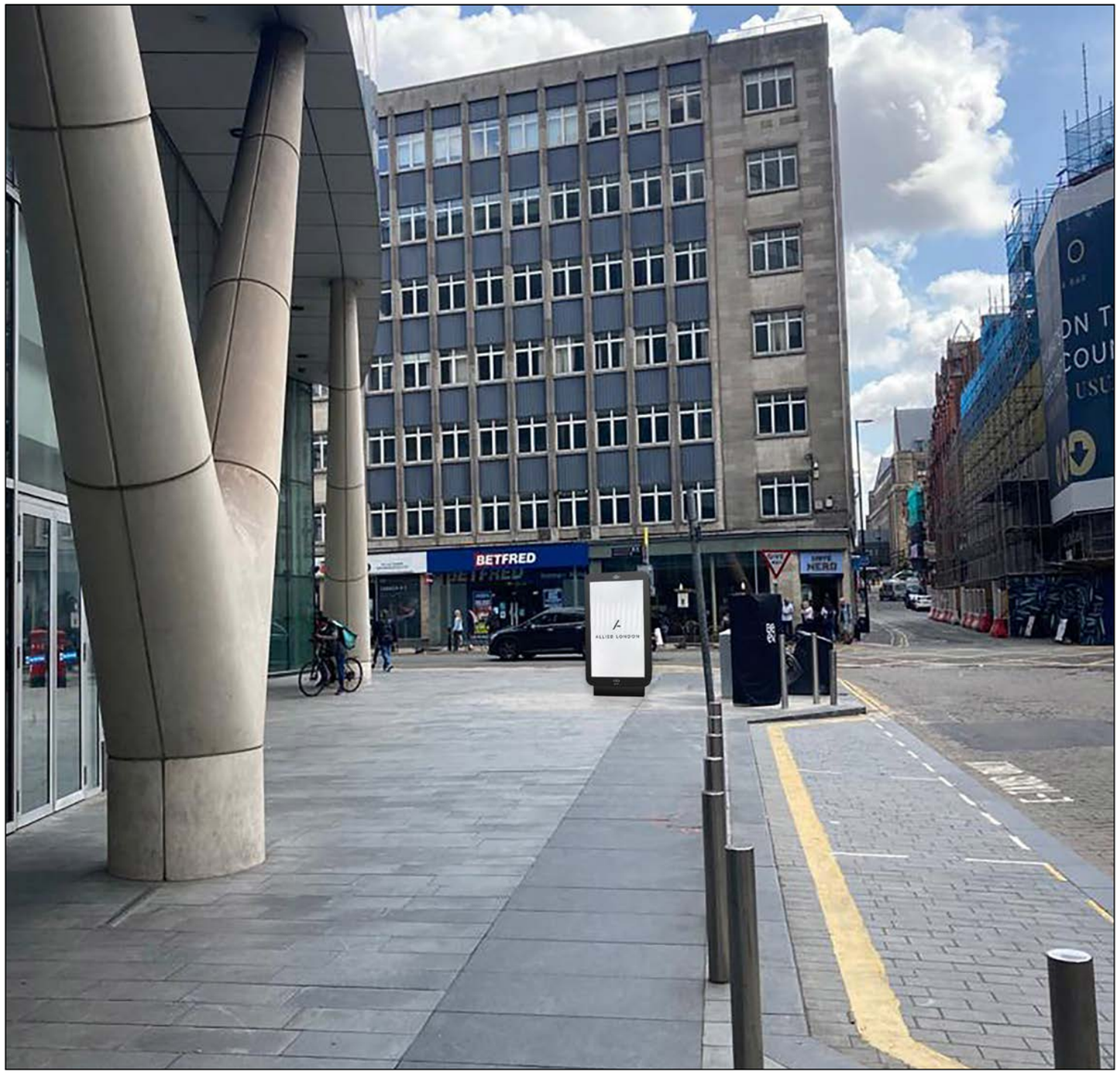




Site 11. Hardman Street, junction with Deansgate, M3 3HF



Site 11. Hardman Street, junction with Deansgate, M3 3HF





7.0 CONCLUSION

7.1 The proposal is considered acceptable in terms of highways safety, public safety and visual amenity in accordance with Local Planning policy considerations and paragraph 132 of the NPPF.

7.2 The Units are of a uniform design that is consistent with other D6 units within the city. The locations have been hand selected and evenly distributed across the Spinningfields Estate, this reduces clutter, assists pedestrian movement and efficiently targets passers-by with commercial and community content.

7.3 It is for these reasons that it is respectfully requested that these applications are granted for advertisement consent.