

1 September 2020

Manchester City Council
City Centre Team – DM
P.O. Box 532
Town Hall
Manchester M60 2LA

F.A.O. Christopher Smith

Dear Chris,

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements)
(England) Regulations 2007

Re: The Replacement of 26 Payphone Kiosks with a Network of 17 Communication Hubs in Manchester City Centre

I write further to your recent email and am grateful for the opportunity to respond to the points raised.

I should clarify that an integral speaker is currently an aspiration and one that remains under development. At the time of writing we do not have a viable solution or a form of voice recognition system that we believe is viable. The proposed Hub units will therefore be installed with the traditional handsets, which should allay any current concerns about noise generated by people using the unit for aural communication. As I say, this is a potential future facility and I fully understand the need to control noise levels should this aspiration be realised. I do not therefore object the imposition of a condition on this matter, but may I suggest the condition triggers only once we are able to apply the technology, something along the lines of;

“The Communication apparatus hereby approved shall not use voice activated or handsfree technology unless and until a Noise Management Plan (NMP) detailing the volume and sound levels have been submitted and approved by the LPA. The agreed levels set out within the NMP shall thereafter be permanently maintained”.

This condition would naturally apply and be valid in respect of all installed Hubs.

On the related issue of noise emission from the operation of the Hub unit itself, please find attached as Appendix C, a recent report we prepared to record and compare the noise levels of current installed Hub units and other similar units within the City. The report was prepared during a particularly hot spell, as you can see from one of the inlet sensors records a reading of 30°. The integrated cooling fans for all tested units would therefore have been working to near full capability during a period of full brightness, which is exceptional for the UK. The recently uncommon hot weather does however provide the ideal conditions to illustrate a “worst case” scenario and demonstrates that, even at that stressed level of operation, the noise emanating from the unit remains low at under 75dBs. It also indicates that during normal weather and operating conditions that the sound from the unit would be less than that recorded in August this year. The ambient noise level within the vicinity of the test sites registered between 40 and 60 dBs and for comparison the typical washing machine or dishwasher emits a level of 75dBs.

In respect of luminance levels, I have provided as Appendix B to the application a list of suggested conditions, which included condition 8;

“The intensity of the illuminance of the advertisement shall be no greater than 600Cdm² during hours of darkness to accord with the recommendations of the ILP publication ‘PLG05 The Brightness of Illuminated Advertisements’ (2015).”

In light of the comments I suggest this condition is extended to address the concern as to the appropriate lighting level and to cover the issue of breakdown or unit damage. As mentioned in the application letter the units are constantly monitored but are also able to self-diagnose and report defects to our Digital Team in the event of a malfunction;

“The luminance level of the digital sign shall be controlled by a light sensor to adjust the screen brightness to reflect the ambient levels during the daytime and set to a maximum brightness of 600Cdm² during hours of darkness to accord with the recommendations of the ILP publication ‘PLG05 The Brightness of Illuminated Advertisements’ (2015). In the event of breakdown or malfunction the screen will automatically switch off.”

The applications for advertisement consent are to display static images only, which is mentioned throughout the application document. We are more than happy to accept a condition to that effect, such as;

“The advertisement shall display no special visual effects of any kind during the time that the advertisement is displayed or on transition between advertisements. The displayed image shall not include animated, flashing, scrolling, intermittent or video elements and the transition between successive images shall not include fading, swiping or other animated transition method. “

I trust the above and information in Appendix C will allay your concerns and ensure the operation of the advertisement screens will provide sufficient protection of amenity and the public's safety. Please don't hesitate to contact me if there are any further matters on which you may need clarification.

Yours sincerely,



Martin Stephens BA(Hons) Dip TP MRTPI
Director of Planning

T: [REDACTED]

Email: [REDACTED]

Enclosures

Appendix C Noise Level Report - Aug 2020

Communication Hub

Noise Level Report

August 2020

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Introduction

The purpose of this report is to compare noise levels from different street furniture using a basic sound level decibel meter. The recordings are not official laboratory noise levels and should not be used in any other way than a rudimentary comparative like for like comparison.

The sound level decibel meter used:



Item ref: 600.106UK

TSL01
DIGITAL MULTITESTER

The JCDecaux units tested in this report are two Communication Hub units in Stoke on a very sunny day. The levels of brightness and fan speeds are shown in the screen shots.



The recordings were taken by walking up to the units with the noise level meter from approximately 10 meters away and circling the unit, testing sound levels at different heights. Note: At approximately 10 meters distance the noise of the units was not discernible.

JCDecaux Hub Units

Stoke SOT7202DD



StatusVu®

Display Status

Network Settings

System Settings

Sensor Charts

Unit Upgrades

Basic Status

LED Status

Downtime Incidents

Upload Status

Startup Messages

Door Monitor

Screen Snapshot

Display Name: UK-INF-LX0056.J

Current Time

Tue Aug 11 12:29:35 2020

Run Time Since Last Power Up

279 Days, 23 hrs, 29 mins, 10 sec

Num Active Downtime Incidents

0

Num Active Notifications

0

Unit Serial Number

Display Serial Number

TE00247

MRI Filesystem Version

Revision 26.2.15 - Fri Jun 7 14:02:10 EDT 2019 - RELEASE

Display Statistics:

Total Elapsed Run Time

282 days, 9 hours, 28 mins, 25 secs

Total Backlight On Time

281 days, 9 hours, 10 mins, 34 secs

Total Valid Video Input Time

244 days, 3 hours, 15 mins, 6 secs

Display Status:

StatusVu®	Display Status	Network Settings	System Settings	Sensor Charts	Unit Upgrades
	Luminance:				
Basic Status	Ambient Light	19176 (full luminance @ 1500)			
	Ambient Light Sensor	19176			
LED Status	GeoVu™ Ambient Light	1500 (Day, ignored)			
	Cloud Cover (ambient reduction)	86% (ignored)			
Downtime Incidents	Sunrise Time	05:43:30			
	Sunset Time	20:43:00			
Upload Status	Display Luminance	3495 nits			
Startup Messages	Desired Luminance	3500 nits			
	Avg Backlight Reading	3919			
Door Monitor	Backlight PWM Setting	93.5 %			
	Backlight Dac Setting	58.0 %			
Screen Snapshot	Video Input:				
	Source	Input 2 (DisplayPort)			
	Status	Valid Resolution			
	Resolution	1920x1080			
	Player 2 (DisplayPort):				
	Power LED	ON			

StatusVu®	Display Status	Network Settings	System Settings	Sensor Charts	Unit Upgrades
Basic Status	Temperatures:				
	Ambient Inlet Temperature	28.1 °C			
LED Status	Local Temperature (WeatherVu™)	26.0 °C			
	Processor Board Temperature	38.0 °C			
Downtime Incidents	Fpga Die Temperature	50.3 °C			
	Avg Power Supply Temperature	46.8 °C			
Upload Status	Avg Backlight Temperature	39.8 °C			
Startup Messages	Doors:				
	Rear Door	Closed			
Door Monitor					
Screen Snapshot	Open Loop Fan Bank:				
	Pwm Setting	56 %			
	Fan 1 (J41):	3660 RPM			
	Fan 2 (J42):	3780 RPM			
	Fan 3 (J43):	3600 RPM			
	Fan 4 (J44):	6600 RPM			
	Closed Loop Fan Bank:				
	Pwm Setting	99 %			
	Fan 1 (J30):	9420 RPM			
	Fan 2 (J31):	9600 RPM			
	Fan 3 (J32):	9600 RPM			
	Fan 4 (J33):	9480 RPM			



Maximum noise recorded 72.4dB. The location of the maximum reading was in the centre of the unit just below the ad case door on the advertising face.

Stoke SOT7204DD



StatusVu®		Display Status	Network Settings	System Settings	Sensor Charts	Unit Upgrades
Basic Status	Temperatures:					
	Ambient Inlet Temperature	30.0 °C	inlet hotter then forecast!			
LED Status	Local Temperature (WeatherVu™)	23.9 °C				
	Processor Board Temperature	39.3 °C				
Downtime Incidents	Fpga Die Temperature	51.8 °C				
	Avg Power Supply Temperature	49.3 °C				
Upload Status	Avg Backlight Temperature	41.2 °C				
Startup Messages	Doors:					
	Rear Door	Closed				
Door Monitor						
Screen Snapshot	Open Loop Fan Bank:					
	Pwm Setting	68 %				
	Fan 1 (J41):	4500 RPM				
	Fan 2 (J42):	4620 RPM				
	Fan 3 (J43):	4440 RPM				
	Fan 4 (J44):	7140 RPM				
	Closed Loop Fan Bank:					
	Pwm Setting	99 %				
	Fan 1 (J30):	9540 RPM				
	Fan 2 (J31):	9660 RPM				
	Fan 3 (J32):	9660 RPM				
	Fan 4 (J33):	9660 RPM				
	Input Power This Side:					

StatusVu®	Display Status	Network Settings	System Settings	Sensor Charts	Unit Upgrades
Basic Status	Luminance:				
	Ambient Light	19236 (full luminance @ 1500)			
LED Status	Ambient Light Sensor	19237			
	GeoVu™ Ambient Light	1500 (Day, ignored)			
	Cloud Cover (ambient reduction)	33% (ignored)			
Downtime Incidents	Sunrise Time	05:40:15			
	Sunset Time	20:29:57			
Upload Status	Display Luminance	3505 nits			
	Desired Luminance	3500 nits			
Startup Messages	Avg Backlight Reading	3832			
	Backlight PWM Setting	93.5 %			
Door Monitor	Backlight Dac Setting	58.0 %			
	Screen Snapshot				
	Video Input:				
	Source	Input 2 (DisplayPort)			
	Status	Valid Resolution			
	Resolution	1920x1080			
	Player 2 (DisplayPort):				
	Power LED	ON			
Environmentals:					



Maximum noise recorded 73.5dB. The location of the maximum reading was in the centre of the unit just below the ad case door on the advertising face.

Comparative Readings

BT InLink

Junction of Newton St and Portland Street.



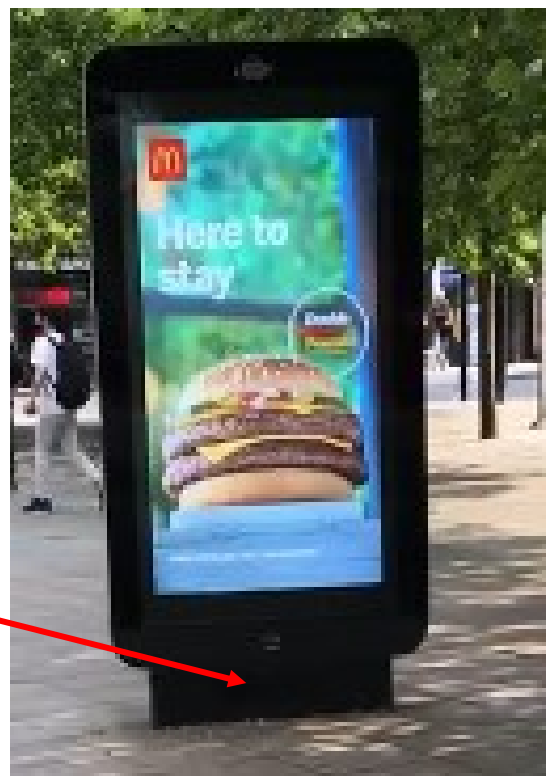
Maximum recording 83dB.

Ocean Outdoor

1. Portland Street near Pret a Manger



Maximum recording 86.3dB.



2. Manchester Piccadilly Gardens



Maximum recording 84.9dB.

Conclusions

Noise levels recorded

	Maximum Noise level	Approximate position of recording from ground. (all located approximately at the centre of the unit from right to left)
JCD Hub 1	72.4dB	455mm
JCD Hub 2	73.5dB	455mm
BT InLink	83dB	1200mm
Ocean 1	86.3dB	100mm
Ocean 2 with touchscreen	84.9dB	400mm

Ambient noise levels during the recordings tended to vary between 50-60dB.

All recordings were taken on sunny and hot days (above 25°C).

The perceived noise on the BT InLink product was considerably higher due to the height and direction of the noise (closer to ear level and directed frontward).

The JCDecaux units appeared considerably quieter due to the height and direction of the noise (lower and directed downwards).

Further tests would be required to determine exact levels but the above recordings appear to depict an accurate portrayal.