PLANNING & DESIGN STATEMENT

Town and Country Planning Act 1990

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

Manchester City Council

April 2024

New World Payphones
33 Golden Square, London, W1F 9JT

NEW WORLD PAYPHONES

INTRODUCTION

1. This statement is submitted in support of a dual application, for both planning permission[1] and express advertising consent[2], by New World Payphones ("NWP")[3].

2. Located in Manchester's City Centre, the proposal is for the installation of a new digital communications kiosk and ancillary advertisement outside no.121 Oxford Road.

3. The proposal forms part of NWP's wider strategy to rationalise and upgrade its public communications network estate in Manchester.

4. The National Planning Policy Framework ("the Framework") states that advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being. Planning policies and decisions should support the expansion of electronic communications networks, including next generation mobile technology (such as 5G)[4]. Local planning authorities should not seek to prevent competition between different operators or question the need for new communications systems[5].

5. The Code for Best Practice on Mobile Network Development in England (2022) states that local planning authorities should support the expansion of electronic communications networks and that there should be a presumption in favour of facilitating such development.

6. NWP is an Electronic Communications Code Operator under the terms of the Telecommunications Act 1984 and has statutory powers enabling it to operate electronic communications apparatus within the highway for the purpose of its electronic communications network. As the second largest Operator in the UK, NWP operates an electronic communications network of circa 2000 telephone kiosks across the United Kingdom.

7. In recent years, NWP has set about consolidating, rationalising, and upgrading its estate by replacing the tired-looking telephone kiosk structures and outmoded telephony equipment with digital telecommunications infrastructure which better meets the needs of society. This is recognised as key to providing a more open

[1] Section 62 of the Town and Country Planning Act 1990
[2] Regulation 9 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007
[3] See also the Town and Country Planning (Permitted Development, Advertisement and Compensation Amendments) (England) Regulations 2019
[4] Paragraph 118 of the National Planning Policy Framework (December 2023)
[5] Ibid. paragraph 122

and accessible public realm, as desired by the Council's policy framework (and advice issued historically to developers/operators in the city).

8. Neither the concept nor approach is alien to the Council, with identical strategies to remove, reduce and upgrade other existing networks being positively received by the Council, set out in pre-application advice[6] issued to JC Decaux (Infocus) and reflected in recent grants of consent for similar upgrades by BT/Global[7] and JC Decaux nearby (for both a freestanding double sided display[8] and a Hub featuring an internally illuminated advertisement[9]).

9. *The advice issued to these parties and the decisions taken thereafter are therefore weighty material considerations and a useful framework in which this proposal can be considered*.

10. Also significant is the Council's pre-application response to NWP's strategy and the proposal laid out in this case[10]. The Council consider that the installation would be resisted, though it has not resisted other similar installations (above) and the site was occupied previously by an NWP telephone box[11]. This was removed to facilitate new cycleways along this stretch of road. *The permissibility of the proposal before the Council is, therefore, broadly established*.

11. Accordingly, in addition to this Planning and Design Statement, the submission comprises the following documents and drawings:

    - Application Form: Planning and Advertisement Consent
    - Site Location Plan
    - Site Plan
    - Existing Kiosk Elevations
    - Proposed Kiosk Elevations
    - Proposed Kiosk (Photomontage) View
    - New World Payphones Kiosk Specifications Document
    - Management Plan
    - Community Infrastructure Levy Form

[6] Development Management Pre-Application Advice issued to JC Decaux/Infocus 16 July 2020
[7] Appendix 1: Manchester planning refs. 130413/FO/2021 and 130414/AOH/2021 Oxford Road (O/S John Dalton Building); See also refs. 127644/FO/2020 and 127645/AOH/2020
[8] Appendix 2: Manchester planning ref. 130791/AOH/2021
[9] Appendix 3: Manchester planning refs. 127644/FO/2020 and 127645/AOH/2020
[10] Response (email) dated 10 November 2023
[11] Appendix 4: Image of red telephone box in situ, 2016 (Source: Google Streetview – here)

12. The requisite fee of £871 will be submitted via the Planning Portal. Notice will also be served on the relevant highway authority.

TELEPHONE KIOSKS IN MANCHESTER

13. Prior to the Covid Pandemic, NWP set about consolidating and rationalising its estate in Manchester by removing 5 kiosks (on Mosely Street, Lower Mosely Street and 3 on Oxford Road[12]). These were the result of engagement with the Council to facilitate highway improvements. Consequently, NWP's electronic communications network in Manchester currently consists of 8 kiosks at the following locations:

- o/s 1 Portland Street (double kiosk)
- opp 34 Charlotte Street
- Whitworth Street, junction of Sackville Street
- o/s The Ritz, Whitworth Street West
- o/s 1 Oxford Street
- o/s 27-29 King Street West
- o/s Mercure Hotel, Portland Street

14. The overall proposal would see those locations shaded grey (above) upgraded in-situ; those shaded yellow will be relocated to sites a short distance away, and; the site outside the Mercure Hotel (on Portland Street) will be removed entirely. A new communications kiosk is proposed on Oxford Road in a bid to ensure sufficient network coverage.

15. Added to the removal of the aforementioned 5 kiosks elsewhere in the centre, this latest tranche of applications would see the net removal of an additional kiosk reducing the overall number to 7 kiosks; an overall net reduction of 50% in the kiosk estate.

16. The existing red and black kiosks, which date back to the 1990's, are tired-looking structures and outmoded in terms of their telephony equipment. This kiosk type has also experienced historic problems including anti-social behaviour and lack of access for people with mobility impairments. These factors notwithstanding, the kiosks are in use, with most calls made to mobile and 0800 numbers, including the emergency services.

17. The new kiosks will be of an improved design, securing a tangible benefit to the public realm, and will offer enhanced electronic/digital communication services to

[12] Appendix 5: Image of double kiosk in situ, 2016 (Source: Google Street View – here)

the public. The upgrade and removal process will be part funded by revenues from advertising and the apparatus will serve as a hub for future upgrades and enhancements of communication networks as technology and societal needs advance.

THE PROPOSED KIOSK

18. The proposed replacement digital communications kiosks are for the purposes of NWP's electronic communications network. Each is manufactured from robust and high-quality materials, complete with the following multi-functional communication interface:

    - A new telephone system with the ability to accept credit/debit card, contactless and/or cash payment;
    - A 24-inch LCD display providing an interactive wayfinding capability;
    - Equipment for the provision of Wi-Fi access points and/or equipment for the provision of public small-cell access nodes;
    - Location-based information (NFC, Bluetooth 4.0 LE); and
    - On the reverse side, a 1635mm (H) x 924mm (W) LCD display for advertising purposes, recessed behind toughened glass.

19. The intention was to create a distinctive and modern telephone kiosk which retained the design influence and heritage of traditional UK phone boxes. The new kiosk is purposefully open, allowing unfettered access for all users including the accessibility impaired whilst also helping to eradicate anti-social behaviour.

20. The existing NWP Telephone Kiosk is box-shaped and enclosed, with a footprint measuring 0.89 square metres (sqm). It is 2430mm high, 948mm wide and 948mm deep. In comparison, the proposed kiosk has a footprint measuring 0.83 sqm, is 2459mm high (a difference of just 29mm), is 1115mm wide (167mm wider than the existing kiosk) and is 762mm deep (195mm less deep than the existing kiosk).

21. The reverse side of the kiosk would incorporate a 1635mm by 924mm integral digital display advertising panel. Phone kiosks have long been synonymous with advertising, used mainly to support the viability and maintenance of the network. Nevertheless, the advertising element is an integral part of the design and pivotal to the funding of the overall goal of rationalising the kiosk estate.

22. The advertisement display would present a range of static images on rotation, at a frequency of once every 10 seconds. Advertisement images would not contain any

movement, animation, or flashing lights, with the interchange between each advertisement a gradual and smooth fade.

23. The display would be illuminated to levels recommended by the Institute of Lighting Professionals ('The Brightness of Illuminated Advertisements Including Digital Displays' PLG05, 2023) which states that advertisements with an area of up to 10 sqm should be illuminated to a level no greater than 600 candela per square metre (cd/sqm) at night and 5000 cm/sqm during the day. During periods of darkness, the display's illumination would be restricted to a maximum brightness of 280 cd/sqm; well within the limit prescribed by PLG05/23. During the day, when ambient light levels are significantly greater, the display will be regulated by sensors that monitor and adjust the luminance according to the prevailing conditions. The maximum brightness of the display is 2500 cd/sqm; again, this is well within the limit prescribed by PLG05/23.

24. NWP accept that planning conditions will be necessary to ensure the development operates appropriately. Hence, the following conditions are advanced for consideration by planning officers and consultees in their assessment:

    a) The approved development shall operate in accordance with the approved documents and drawings (specified by the local planning authority).
    b) Express advertising consent is granted for a period of 5 years in accordance with the Regulations.
    c) During periods of darkness, the luminance level of the advertisement hereby approved shall not exceed 600 candela/sqm as advised by the Institute of Lighting Professionals' publication PLG05 (2023): "The Brightness of Illuminated Advertisements" or any successor publication.
    d) The advertisement panel should have a default mechanism to freeze an advertisement in the event of any malfunction.
    e) The advertisement panel shall display only static images, at a frequency of once every ten seconds.

Tree Planting

25. In addition to kiosk removals, and as part of its environmental commitments, NWP has partnered with Trees for Cities, which is a global charitable organisation working to create greener cities internationally.

26. As part of this commitment, NWP offers to plant a tree in a location to be agreed with the Council for every kiosk proposed for upgrade. This could be secured by agreement under either Section 278 of the Highways Act 1980 or Section 106 of the Town and Country Planning Act 1990.

Council Communications

27. The advertisement display is intended not only for commercial use, but as a platform for a range of messages, to include information for local residents and visitors regarding local services, events and news.

28. Subject to agreement, therefore, the proposal includes an offer to the Council to make use of the advertisement display. One ten second slot in each hour, at no cost to the Council, can be made available.

Endorsement of Replacement Digital Communications Kiosks

29. The proposed communications kiosk represents an improvement on the existing telephone kiosk, both visually and functionally. This has been referenced in several decisions across the UK which also considered the replacement of the older dated telephone kiosks. In Hillingdon, one Inspector stated:

> "*the existing phone box, which would be replaced as part of the proposed advertisement, is a tired looking feature…the new kiosk would introduce a more appropriate, modern feature and in this respect, it would improve visual amenity"*[13].

30. Indeed, this is mirrored by a raft of similar decisions in the London Boroughs, where Inspectors have commented favourably on the design and integration of the kiosks with the street scene. In the Royal Borough of Kensington and Chelsea, where 19 new kiosks were permitted, one Inspector considered that the project:

> *"would not add to street clutter but rather would replace tired looking telephone kiosks with a modern one that would still retain a distinctly traditional and recognisable telephone kiosk in a black finish that would be compatible with the general street furniture in the area."*

31. Lastly, in Wakefield, the Council approved the rationalisation project in July 2019. In granting consent[14], the local planning authority stated that

> "[t]*he proposed kiosks will replace… telephone kiosks which have been in situ for some considerable time. The proposed kiosk will lessen the overall visual impact simply by reducing the overall built form. The appearance*

[13] Appeal Decision [Lead Case] Ref. APP/R5510/Z/16/3157043
[14] Wakefield Planning Reference 19/01082

will be more contemporary than the existing units with side windows and roof taking design cues from the original cast iron phone boxes which together with a matt black colour scheme would provide a more subtle appearance than those units currently in situ. Additionally, the two open sides would provide improved user safety and surveillance."

32. NWP has therefore had great success in renewing and upgrading its estate, to the benefit of the public and the built environment. The merits of both the kiosk's design and utility are widely recognised across the United Kingdom, operating in 49 local authorities.

NATIONAL AND LOCAL POLICY CONTEXT

National Planning Policy Framework

33. Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that planning decisions must be made in accordance with the development plan unless material considerations indicate otherwise.

34. This is reiterated in the National Planning Policy Framework (December 2023), a material consideration in planning decisions in England, which states that the purpose of the planning system is to contribute to the achievement of sustainable development. More specific development-type guidance and advice (i.e. on advertisements and design) is set out in the accompanying Planning Practice Guidance ("the PPG"); this is considered below.

35. Part 6 of the Framework emphasises the role of the planning system in encouraging businesses to invest, innovate and adapt to changing market conditions. Part 8 considers how to promote healthy and safe communities. Part 10 covers the essential role high quality communications infrastructure has on the delivery of sustained economic growth and how the planning system should act to support this type of development. Part 12 advises on how to achieve well-designed places.

36. Paragraph 85 (Section 6) of the Framework states:

> "*Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future*".

37. Paragraph 96 reminds us that "*planning policies and decisions should aim to achieve healthy, inclusive and safe places"* that *"are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion"* (point b).

38. In creating and supporting high quality communications and systems, paragraph 118 of the Framework considers:

> "*Advanced, high quality and reliable communications infrastructure is essential for economic growth and social well-being. Planning policies and*

decisions should support the expansion of electronic communications networks, including next generation mobile technology (such as 5G) and full fibre broadband connections. Policies should set out how high quality digital infrastructure, providing access to services from a range of providers, is expected to be delivered and upgraded over time; and should prioritise full fibre connections to existing and new developments"

39. In doing so, paragraph 119 states that the use "*of existing masts, buildings and other structures for new electronic communications capability (including wireless) should be encouraged*". Paragraph 120 expands on this, stating that local planning authorities "*should not impose a ban on new electronic communications development in certain areas, impose blanket Article 4 directions over a wide area or a wide range of electronic communications development, or insist on minimum distances between new electronic communications development and existing development*".

40. As paragraph 122 confirms, therefore, local planning authorities "*must determine applications on planning grounds only. They should not seek to prevent competition between different operators* [or] *question the need for an electronic communications system*".

41. In terms of design, to include the presence of advertisements, paragraph 141 of the Framework states:

> "*The quality and character of places can suffer when advertisements are poorly sited and designed. 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.*"

42. Where conservation areas and listed buildings are concerned, paragraph 200 also reminds decision makers [and applicants] that:

> "[in] *determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance*".

Advertisement Control

43. The display of advertisements is subject to a separate consent process within the planning system[15]. This is set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (hereafter known as the Regulations). Advertisements are controlled with reference to their effect on amenity and public safety only. Specific guidance relating to advertising developments and on the interpretation of the Regulations is contained within the PPG[16].

44. The impact on visual amenity is assessed in light of the character of an area, which includes the nature and type of surrounding land uses and the existing built form within the particular locality where the proposed advertisement is to be displayed. It is the impact upon local character and any feature of interest that the proposed advertisement is appraised.

45. In terms of public safety, the principal consideration is whether the advertisement would prevent individuals passing the site from exercising the requisite care and attention for themselves and others. It is accepted that advertising is intended to be seen as it is a visible media, but it doesn't automatically follow that roadside advertisements are distracting. Advertising is often part of the fabric of city centres and busy routes where drivers and pedestrians have a high expectation of seeing commercial images and messaging.

The UK Digital Strategy

46. Published in March 2017, the Ministerial forward to the UK Digital Strategy states that the Government is committed to seeing the enormous potential of the digital sector, one of the UK's most important sectors, fulfilled and therefore the provision of a first-class digital infrastructure. The forward adds that this approach must go hand-in-hand with ensuring the benefits are felt across the economy, throughout society and in every corner of the country:

> "*Every individual and every business should have the skills and confidence to seize the opportunities of digital technology and have easy access to high-quality internet wherever they live, work, travel or learn*."
>
> *"The Digital Strategy will deliver the first-class digital infrastructure and advanced skills base that businesses across the country need to be able to take advantage of digital tools. And it will close the digital divide - to ensure that everyone is able to access and use the digital services that*

[15] Pursuant to Section 220 of the Town and Country Planning Act
[16] Planning Practice Guidance – Advertisements (updated July 2019)

could help them manage their lives, progress at work, improve their health and wellbeing, and connect to friends and family."

Local Planning Policy

47. The development plan comprises the saved policies of the Unitary Development Plan for the City of Manchester ("the UDP") and the Manchester Core Strategy 2012 ("the CS").

48. Saved Policies DC15 and DC17 of the UDP are concerned with advertisements and telecommunications development (respectively), and therefore relevant to this case. Policies DM1, EN1 and SP1 of the CS are concerned with protecting and enhancing the character of the locality, so also have relevance.

49. These are summarised below and understood to have underpinned the Council's advice to other operators, such as BT, Infocus and JC Decaux. This advice (*available via the Council's own website*) notes that identical proposals have not drawn objections from Highway Services and Environmental Health consultees, subject to conditions and controls inherent in the installations. This advice has informed the planning analysis overleaf.

50. Policy DC15 largely follows the Regulations' requirement for control of advertisements to be exercised in the interests of amenity and public safety. It adds at DC15.2 that the Council will take account of the following criteria:

    i. developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;
    ii. they should be in scale with the locality and relate properly to the site on which they stand;
    iii. they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;
    iv. 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.

51. It adds at DC15.3 that where the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

52. Policy DC17.1 states that applications for telecommunications developments will normally be approved if the Council can be satisfied that the development has been sited and designed to minimise its impact on residential amenity and in environmentally sensitive areas. Wherever possible, the Council will expect the potential of existing buildings and masts, including the sharing of such facilities, to be fully explored before agreeing to additional separate development.

53. The relevant parts of CS Policy DM1 of the states that all development should have regard to the following issues:

    i. Appropriate siting, layout, scale, form, massing, materials and detail.
    ii. Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.
    iii. Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation.
    iv. Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.
    v. Community safety and crime prevention. Design for health.

54. Policy EN1 of the CS states that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and listed above and have regard to the strategic character area in which the development is located. Opportunities for good design to enhance the overall image of the city should be fully realised, particularly on major radial and orbital road and rail routes.

PLANNING ASSESSMENT

55. In assessing the application, the traditional planning considerations apply[17], as well as those set out in the Town and Country Planning (Control of Advertisements) (England) 2007. The latter reiterates that advertisements are to be controlled only with regard to their effect on amenity and public safety, and any other material considerations.

56. Taken as a whole, therefore, the main planning considerations are whether the proposed digital communications kiosk, by virtue of its design, siting and use, will preserve or enhance the character and setting of the wider street scene and safeguard pedestrian movement and safety.

Application Site, Surroundings and Material Considerations

57. The application site is located on the eastern side of Oxford Road immediately outside the commercial frontages. The proposal would see the installation of a new digital communications kiosk outside no. 121 Oxford Road. The longer side, featuring the advertisement display, would be perpendicular to the road and face north.

58. Reflecting its city centre status, Oxford Road has a busy commercial character from the shops and education buildings which enclose it. At the time of surveying, this section was busy with road traffic, and the footways busy with people shopping, or passing along the street.

59. Advertisements are prominent but mainly confined to street level. Its commercial character is characterised by shop advertisements including fascias, projecting signs, window signs and A-boards. The footway here is broad, and street records indicate it has been modified to accommodate a cycleway in recent years. The delineation between the footway and cycleway is aided in part by street furniture which runs along the kerb edge. This includes bins, street columns, cycle racks, telephone boxes and trees and the aforementioned A-boards.

60. The site is not within a conservation area as defined by the local policy framework, nor are there any statutory listed buildings near the proposed site which warrant special consideration given the distances retained. The site is not within an area designated as prone to flooding[18].

[17] Section 38(6) of the Planning and Compulsory Purchase Act 2004
[18] Flood Map for Planning Services

61. As set out in the introduction (and enclosures) to this statement, the proposal before the Council is a familiar one, and part of a wider strategy to consolidate and upgrade the applicant's network across the centre. In this regard, there are significant material considerations, each dealt with in turn:

    i. The Council's Pre-Application Advice to other operators for identical strategies ("the 2020 Advice") – summarised below.
    ii. The grant of planning and advertisement consents for the nearby BT/Global Street Hub and 2no. integral digital displays (Appendix 1 refers).
    iii. The grant of express advertising consent for the nearby JC Decaux freestanding double-sided advertisement installation (Appendix 2 refers; street view here).
    iv. The grant of planning and advertisement consents for the nearby JC Decaux kiosk hub (Appendix 3 refers; street view here)

62. In its 2020 Advice to Infocus and JC Decaux, the Council considered the overall reduction in kiosk numbers and upgrade of their network "*would likely serve to significantly declutter Manchester's streets and would also provide local businesses and residents with additional services and connectivity*". In this regard, NWP's strategy would achieve much the same outcome, and complement the "*Council's overarching objectives of ensuring an attractive, inclusive and high-quality City Centre environment for both businesses, residents and communities*".

63. The planning safeguards of any consent would be secured by both design and planning condition. The conditions advocated in the 2020 Advice mirror those advanced by NWP in its proposals at paragraphs 18 through 24 and include features and systems to ensure enforceability and secure the amenity and safety of those in the locality. The Council has not indicated in its advice to NWP that its approach is unacceptable.

64. There are synergies with the proposal and that granted for BT a short distance to the north along Oxford Road. In that case, which did "*not contain any kiosks* [for removal] *in this instance*", the Council deemed the newer, taller, double-sided digital display structure would not harm the appearance of the townscape or the attractiveness of the public realm – even as an addition to the installation of a JC Decaux communications kiosk (below).

65. It imposed conditions, such as limitations to noise and levels of luminance, to ensure that the amenity of this busy throughfare would be safeguarded. These

mirror the controls advanced by NWP, the (proposed) structure of which would also be smaller and more compact.

66. The subsequent grant of express advertising consent for the JC Decaux freestanding unit ("FSU") on the opposite on Oxford Road is also significant, demonstrating again the permissibility of a larger/taller structure featuring a greater number of advertisements compared to the NWP communication kiosk.

67. In its determination, the Council considered this proposal "*acceptable as visual amenity within the area would not be harmed by the proposal*". In safety terms, the advertisement was deemed acceptable provided restrictions apply to the screen such as no moving images to be displayed and appropriate light settings.

68. Finally, in its determination of the proposed replacement JC Decaux communication kiosk, the Council "*considered that the installation of a new 'smart' kiosk in lieu of the existing telephone kiosks would be acceptable as visual amenity within the area would not be harmed by the proposals*". From a safety point of view, "*the screens would be operated in line with the comments made by Highways* [department, such that it] *would be acceptable in terms of public safety*".

69. Consistency of approach and operation should equate, therefore, to consistency of determination. Indeed, it is trite law that local planning authorities should seek to ensure consistency in their general approach towards the determination of applications in particular localities; and the Secretary of State should ensure the same approach is taken to appeals.

70. This is evidence in favour of the dual application before the Council, demonstrating that the proposed NWP digital communications kiosk is wholly appropriate, consistent with the approach to other installations, and would operate subject to reasonable and necessary conditions.

71. The Framework reminds us that Council's to not insist on minimum distances between communications equipment[19] nor seek to prevent competition between different operators or question the need for an electronic communications system[20].

[19] National Planning Policy Framework (December 2023), paragraph 120
[20] Ibid. paragraph 122

Design, Siting, Character and Appearance

72. The proposal would see the installation of a new digital comms kiosk outside no.121. Its integral advertisement would face north. Together, the new structure would remain in line with other existing street furniture and ensure the desired footway width available to pedestrians is retained.

73. The design of the roof and side panel, which would provide some shelter from the elements, would allow access for those with mobility impairment, and improve natural surveillance, as desired by the policy framework and advice.

74. Visually, its simple modern appearance, which integrates the design lineage of traditional telephone boxes with a contemporary twist, ensures it is an appropriate and aesthetically pleasing addition to the street scene. Hence, it would be in keeping with the street scape's character and profile, consistent with others permitted by the Council in the locality.

75. Taken as a whole, therefore, the reduction in scale, improved design and siting ensure it would, as a minimum, preserve the character and appearance of the site and the immediate locality, as desired by national and local policy.

The Advertisement

76. The advertisement would be integrated into the kiosk structure, on the reverse side of the communication hub. It would display static advertisement images sequentially, and on rotation. In terms of amenity, the PPG advocates siting advertisements in commercial and industrial areas where their appearance is generally commensurate to the function of said areas; this is the case here.

77. The display would be integrated into a well-designed contemporary and slimline structure and complement the retail offer of the wider area. Hence, its effect on the wider locality would be appreciably limited, as reflected in other decisions for near-identical installations.

78. Moreover, sited below streetlamp level, there is unlikely to be an appreciable change in the amenity status of the locality due to the advertisement's illumination. It would comply with the necessary standards and conditions advanced (above) would ensure compliance. Consequently, the proposed advertisement would not detract from the amenity, character, or appearance of an overtly commercial area.

79. In safety terms, it is unlikely that an advertisement would compromise the safety of any passers-by. The kiosk structure would be aligned with other street furniture in this area and would not materially impinge on the space of the footway for pedestrians; in fact, it would improve on the existing situation.

80. Although it would show images on rotation, advertisements would contain no moving images, video or flashing images. Situated in a commercial area, where advertisements and illuminated features are common, it is unlikely that the proposal would result in any material distraction.

81. In these circumstances, the proposed advertisement would not constitute a potentially hazardous distraction to anyone exercising a reasonable standard of care for their own and others' safety.

SUMMARY AND CONCLUSION

82. Bearing the foregoing, it is considered that the proposal will bring about improvements in the public realm by removing tired and worn kiosks, and replacing them with modern communications systems, of a design and appearance which better reflects contemporary build and social standards.

83. This would accord with the general thrust of local policies, which aim to secure good design and benefits to the public realm. It would also accord with the Regulations' aim that the amenity and safety of those in the locality are safeguarded for the foreseeable future.

84. The application reflects the applicant's preferences. Should the Council wish to discuss any aspect of the scheme, New World Payphones would welcome the opportunity to address any concerns prior to determination.

NWP

APPENDIX 1

MANCHESTER CITY COUNCIL

Town & Country Planning Act 1990 (as amended)

Planning Permission

Applicant

Mr James Browne
BT Telecommunications
Pp 8.05
Faraday Building
1 Knightrider Street
London
EC4V 5BT

Agent (if used)

Mr Lewis Baldwin
Mono Consultants
Steam Packet House
76 Cross Street
Manchester
M24 2JG

Part 1 – Particulars of the application/development

Proposal: Installation of 1no. new 2.98m high freestanding double-sided BT Street Hub advertising unit following removal of 2no. telephone kiosks.

Installation of 1no. new 2.98m high freestanding double-sided BT Street Hub advertising unit following removal of 2no. telephone kiosks.

Location: Pavement On Oxford Road (Outside John Dalton Building Opposite Tesco Express), Manchester, M1 7ED

Date of application: 23 August 2021

Application number: 130413/FO/2021

Part 2 – Particulars of decision

Manchester City Council gives notice that the development referred to in Part 1 has been **Approved** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Article 35 Declaration

Officers have worked in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. Appropriate conditions have been attached to the approval.

Condition(s) attached to this decision

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

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

Drawings

Proposed Site Plan Man 022 No,002 Revision A
Existing and Proposed Elevations 003 Revision A
Site Location Maps 001 Revision A
Removal Kiosk Site Plans - Ref MAN022

Documents

Covering Letter
Street Hub Anti-Social Behaviour Management Plan
Conformity with ICNIRP Public Exposure Guideline ("ICNIRP")
Land Remediation Statement
Professional Lighting Guide 05: The Brightness of Illuminated Advertisements
Street Hubs Beyond connection: Supporting local councils with digital street communication

All of the above drawings and documents received 14 May 2021

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.

3) (a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.
(b) No individual advertisements shall be displayed for duration of less than 10 seconds.
(c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.
(d) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.
(e) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.
(f) The maximum luminance level of the advertisements displayed on the panel should not exceed 600 cd/m2 during non-daylight/ inclement weather.

Reason - In the interests of highway safety pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester

4) a) 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.

b) 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

c) "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.

d) The minimum display time for each piece of content on the digital display screens shall be 10 seconds.

e). The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays

f) Should a fault be detected or reported with the screen or advertisement, the screen will be programmed to automatically switch to a blank screen with black background.

Reason - In the interests of the amenities of the occupiers of nearby premises pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester

5) a)The Communication apparatus hereby approved shall not use voice activated or handsfree technology unless and until a Noise Management Plan (NMP) detailing the control measures including 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".

b) A noise assessment and noise management plan shall be submitted to determine the noise level of the speaker associated with the equipment and agreed by MCC as Local Planning Authority. Once the noise levels have been agreed, the levels will be included within the NMP and shall be complied with thereafter.

c) Once the NMP has been agreed and the unit installed, a verification report will be required to include sound testing to confirm compliance with agreed noise limit.

Reason - In the interests of the amenities of the occupiers of nearby premises pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester.

6) Prior to the commencement of the development hereby approved, a detailed construction management plan outlining working practices during development shall be submitted to for approval in writing by the local planning authority, which for the avoidance of doubt should include:

1. Commentary on types and frequency of vehicular demands together with evidence (including appropriate swept-path assessment) of satisfactory routeing both within the site and on the adjacent highway.

2. A dilapidation survey which should include photographs and commentary on the condition of carriageway / footways on construction vehicle routes surrounding the site.

Development must be carried out in accordance with the approved construction management plan upon commencement of authorised works.

Reason

In the interests of highway safety pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester.

7) Notwithstanding the details in condition 2 and before development commences, a scheme for the reinstatement of pavements must be submitted to and approved in writing by the City Council as local planning authority.

Reason

In the interests of visual amenity pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester.

8) Before the development hereby approved commences, a plan must be submitted to and approved in writing by the City Council as Local Planning Authority. The plan must demonstrate how the development will be maintained to ensure the agreed light levels and noise levels are maintained and not exceeded. The plan must include details of remote monitoring and control capability, how the operator is alerted if any fault is detected and details of what action is taken where a fault is identified or reported including response time to undertake repair. The plan must include details of proposed physical inspection and monitoring frequency.

Reason

In the interests of visual amenity pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester

Informatives

Building Regulations 2010
This permission does not grant approval under Building Regulations.

Street Naming & Numbering Requirements
Manchester City Council is responsible for allocating street naming and numbering within Manchester for new developments or property conversions. Individuals or businesses are not permitted to allocate their own property numbers, building or street names.

If your development includes the creation of new dwellings (either new build or conversion of existing buildings), creation of new commercial properties or the subdivision of existing properties you must ensure that you request new or changes to addresses through us so they can be officially allocated and registered in accordance with the Public Health Act 1925 Sections 17-19 & Greater Manchester Act 1981 Section 22.

Failure to do this may result in difficulties for the developer/occupier when requiring services such as connections to utilities, phone lines and postal services and may delay your development.

You can apply online at the following address:
http://www.manchester.gov.uk/info/100011/roads_parking_and_transport/1988/naming_and_numbering_of_houses_buildings_streets_and_roads/2

Mining Information

The proposed development lies within an area which could be subject to current coal mining or hazards resulting from past coal mining. Please read the Standing Advice from the Coal Authority in Appendix A.

Date: 14 June 2022

Signed: 

Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

MANCHESTER CITY COUNCIL

Town & Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent

Applicant

Mr James Browne
BT Telecommunications
Pp 8.05
Faraday Building
1 Knightrider Street
London
EC4V 5BT

Agent (if used)

Mr Lewis Baldwin
Mono Consultants
Steam Packet House
76 Cross Street
Manchester
M24 2JG

Part 1 – Particulars of the application/development

Proposal: Installation of 1 freestanding double-sided BT Street Hub advertising unit (related planning application ref no.130413/FO/2021) following removal of 2no. telephone kiosks

Location: Pavement On Oxford Road (Outside John Dalton Building Opposite Tesco Express), Manchester, M1 7ED

Date of application: 23 August 2021

Application number: 130414/AOH/2021

Part 2 – Particulars of decision

Manchester City Council gives notice that the development referred to in Part 1 has been **granted** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Article 35 Declaration

Officers have worked in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. Appropriate conditions have been attached to the approval.

Condition(s) attached to this decision

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 drawings and documents:

Drawings

Proposed Site Plan Man 022 No,002 Revision A
Existing and Proposed Elevation MAN 022 No.003 Revision A
Site Location Maps M022 No. 001 Revision A
Site Location Maps Man 022 No.001 Revision A
Removal Kiosk Site Plans - Ref MAN022

Documents

Professional Lighting Guide 05: The Brightness of Illuminated Advertisement
Street Hubs Beyond connection: Supporting local councils with digital street communication
Street Hub Anti-Social Behaviour Management Plan
Covering Letter
CONFORMITY WITH ICNIRP PUBLIC EXPOSURE GUIDELINES ("ICNIRP")
LAND REMEDIATION STATEMENT Ref: MAN022

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.

3) (a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.
(b) No individual advertisements shall be displayed for duration of less than 10 seconds.
(c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.
(d) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.
(e) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.
(f) The maximum luminance level of the advertisements displayed on the panel should not exceed 600 cd/m2 during non-daylight/ inclement weather.

Reason - In the interests of highway safety pursuant to policy SP1 and DM1 of the Core Strategy for the City of Manchester

4) Prior to the commencement of the development hereby approved, a detailed construction management plan outlining working practices during development shall be submitted to for approval in writing by the local planning authority, which for the avoidance of doubt should include:

1. Commentary on types and frequency of vehicular demands together with evidence (including appropriate swept-path assessment) of satisfactory routeing both within the site and on the adjacent highway.

2. A dilapidation survey which should include photographs and commentary on the condition of carriageway / footways on construction vehicle routes surrounding the site.

Development must be carried out in accordance with the approved construction management plan upon commencement of authorised works.

Reason

In the interests of highway safety pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester.

5) a) 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.

b) 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

c) "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.

d) The minimum display time for each piece of content on the digital display screens shall be 10 seconds.

e). The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays

f) Should a fault be detected or reported with the screen or advertisement, the screen will be programmed to automatically switch to a blank screen with black background.

Reason - In the interests of the amenities of the occupiers of nearby premises pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester

6) a)The Communication apparatus hereby approved shall not use voice activated or handsfree technology unless and until a Noise Management Plan (NMP) detailing the control measures including 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".

b) A noise assessment and noise management plan shall be submitted to determine the noise level of the speaker associated with the equipment and agreed by MCC as Local Planning Authority. Once the noise levels have been agreed, the levels will be included within the NMP and shall be complied with thereafter.

c) Once the NMP has been agreed and the unit installed, a verification report will be required to include sound testing to confirm compliance with agreed noise limit.

Reason - In the interests of the amenities of the occupiers of nearby premises pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester.

7) Notwithstanding the details in Condition 4 a scheme for the reinstatement of pavements must be submitted to and approved in writing by the City Council as local planning authority before development commences.

Reason

In the interests of visual amenity pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester.

8) Before the development hereby approved commences, a plan must be submitted to and approved in writing by the City Council as Local Planning Authority. The plan must demonstrate how the development will be maintained to ensure the agreed light levels and noise levels are maintained and not exceeded. The plan must include details of remote monitoring and control capability, how the operator is alerted if any fault is detected and details of what action is taken where a fault is identified or reported including response time to undertake repair. The plan must include details of proposed physical inspection and monitoring frequency.

Reason

In the interests of visual amenity pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester

Informatives

There are no informatives attached to this decision.

Date: 14 June 2022

Signed: 

Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

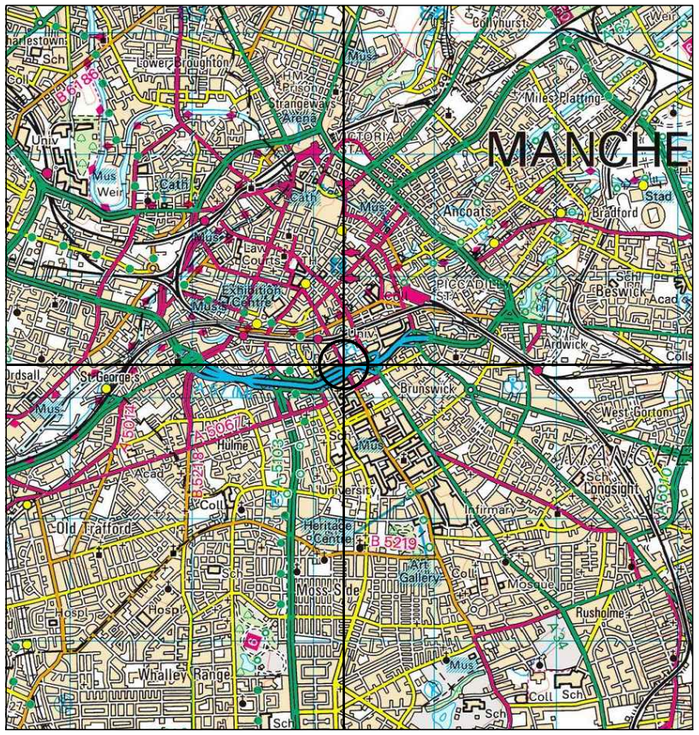
1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent or approval for the proposed development, or to grant consent or approval subject to conditions, he may appeal to the Secretary of State in accordance with section 78 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that is available through the gov.uk website at www.gov.uk/appeal-planning-inspectorate. The Inspectorate will publish details of your appeal on the internet.

This may include a copy of the original planning application form and any supporting documents supplied to the local planning authority. By you or your agent, together with the completed appeal form and information you submit to the Planning Inspectorate. Please ensure that you only provide information, including personal information, that you are happy will be made available to others in this way. If you supply personal information belonging to a third party please ensure you have their permission. More detailed information about data protection and privacy matters is available on the Planning Portal.

Alternatively, appeals can be made on a form which is obtainable from Planning Inspectorate, Customer Support Unit, Room 3/15, Eagle Wing, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 or by telephone 0117 372 6372.



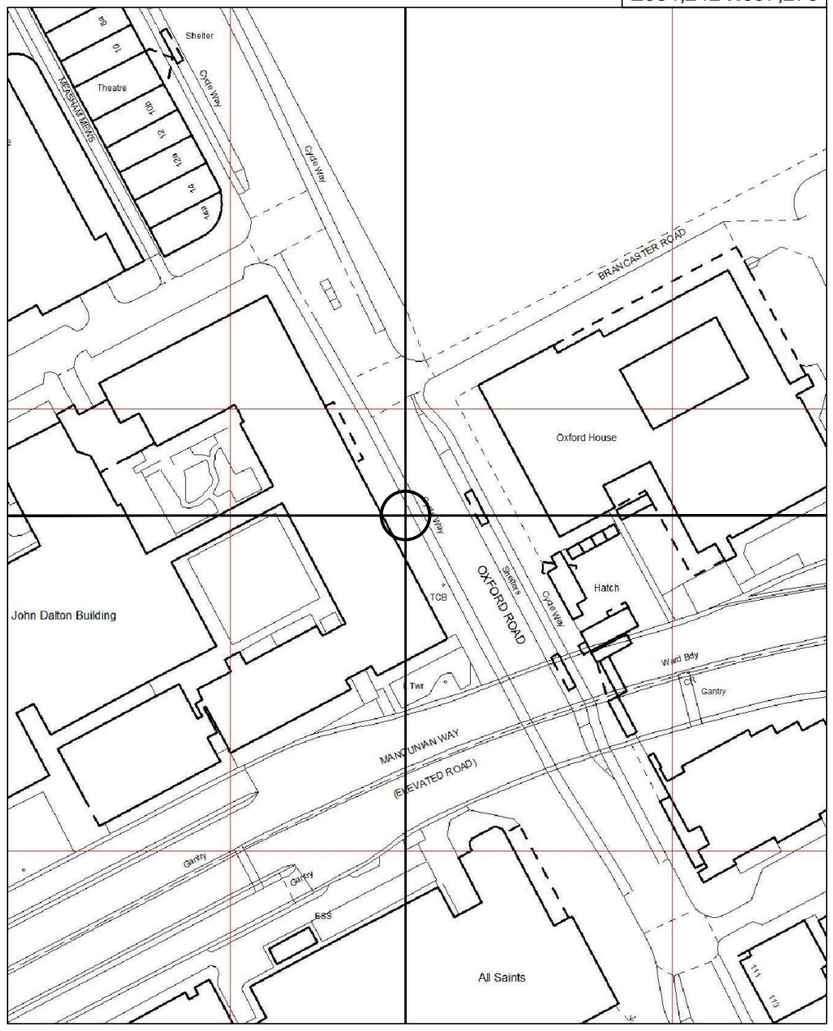
0 500m 1000m 2000m

SITE LOCATION

SCALE 1:50000

Ordnance Survey map extract based upon Landranger map series with the permission of the controller of Her Majesty's Stationery Office. Mono Consultants Limited licence no. ES100017753. Crown copyright.

E384,242 **N**397,276



0 10m 20m 30m 40m 50m

5m

DETAILED SITE LOCATION

SCALE 1:1250

Ordnance Survey map extract based upon Landranger map series with the permission of the controller of Her Majesty's Stationery Office. Mono Consultants Limited licence no. ES100017753. Crown copyright.

GENERAL NOTES

Use written dimensions only, do not scale from drawing. Use latest revision of all referenced information.

Rev	Date	Description	Drawn	Chkd
A	24.04.21	Amend - New BT Streethub Structure	MD	JE

MONO CONSULTANTS LIMITED
70-76 Steam Packet House
Cross Street
Manchester, M2 4JG
t. 44 (0)161 839 8839
www.monoconsultants.com

Drg Status
PLANNING

Cell No. & Name
MAN022

Site Name & Address
OS JOHN DALTON BUILDING, OPP TESCO EXPRESS)
OXFORD ROAD,
MANCHESTER,
M1 7ED

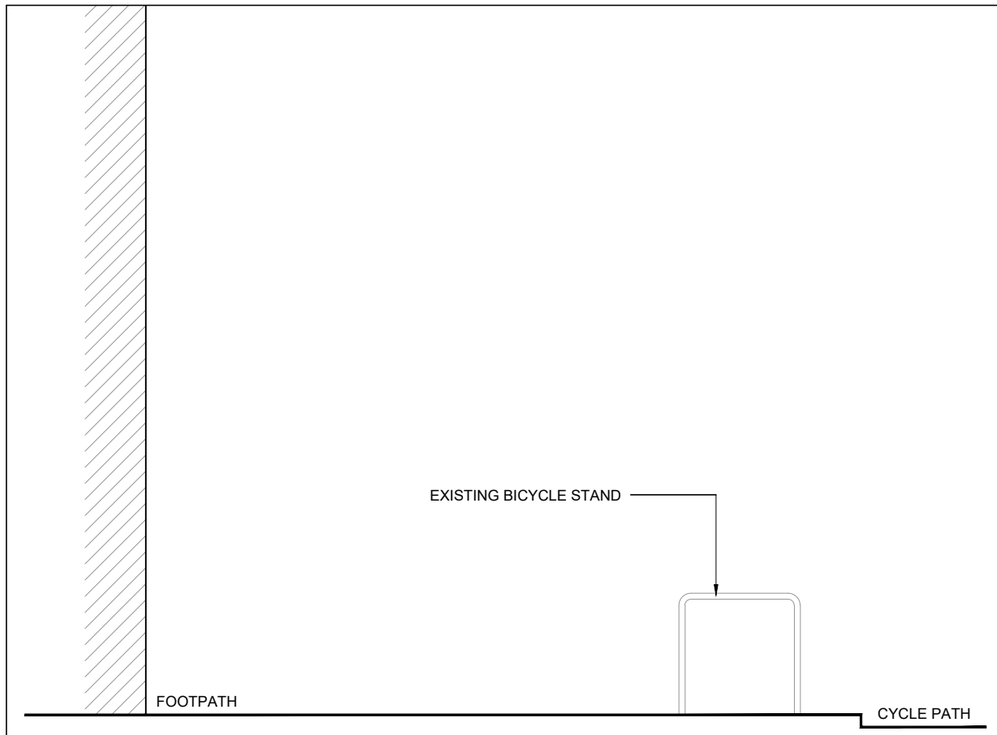
Drawing Title
SITE LOCATION MAPS

Scale	As Shown	Date	24.04.2021
Drawn By	MD	Checked By	JE

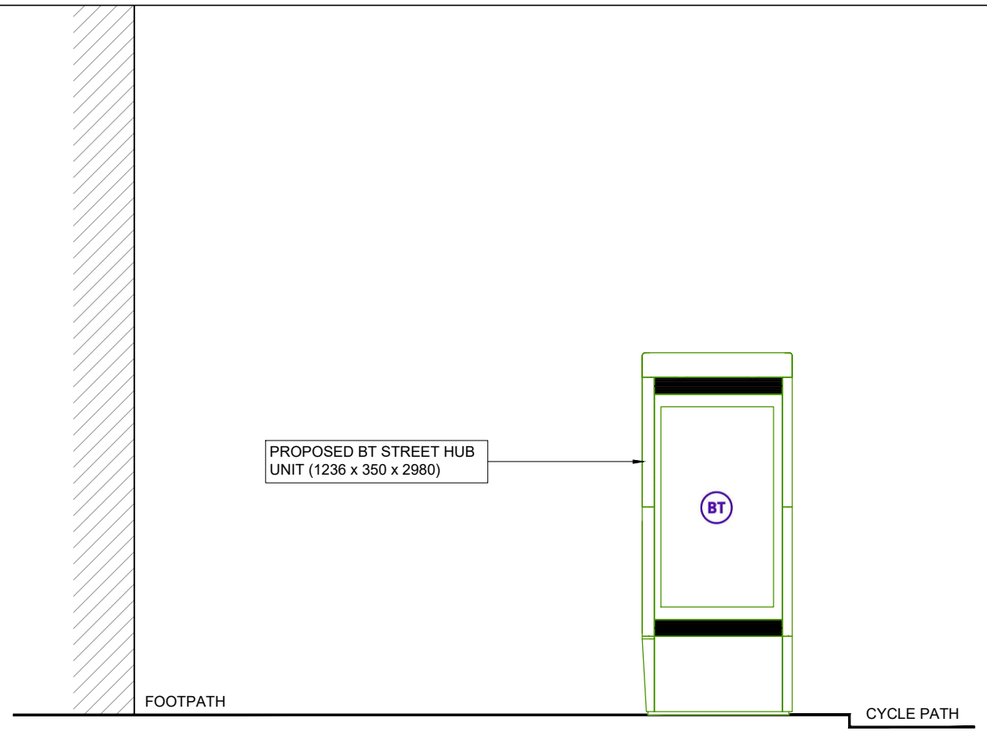
Drawing Number
001

Revision
A

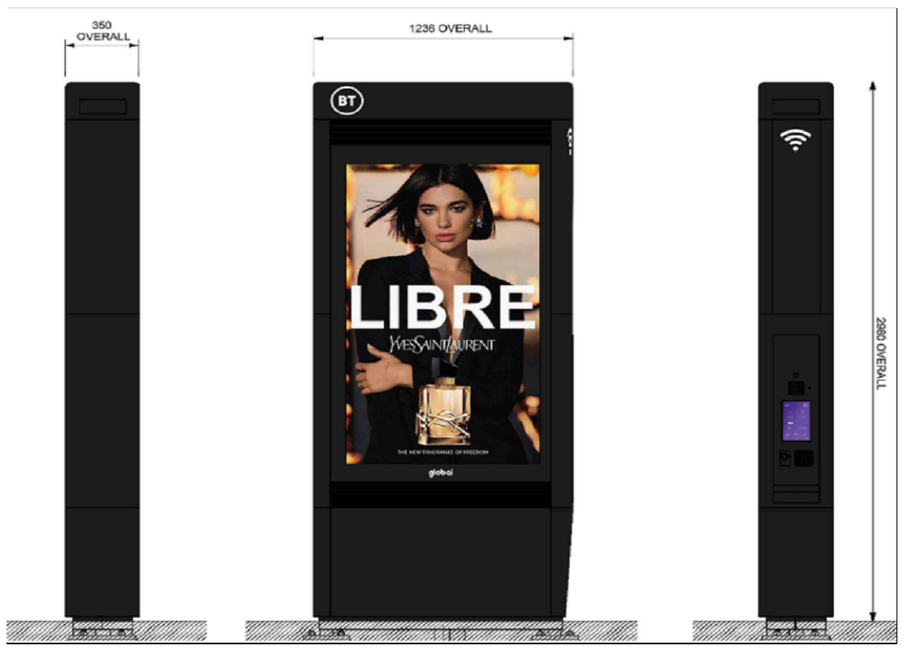
ORIGINAL DRAWING SIZE A3



EXISTING FRONT ELEVATION
SCALE 1:50

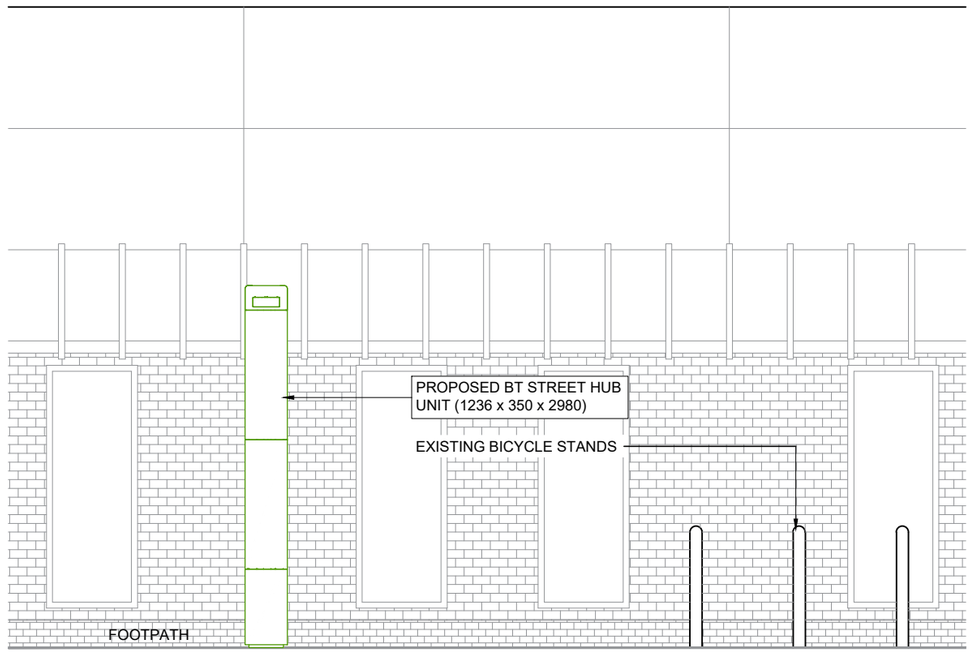


PROPOSED FRONT ELEVATION
SCALE 1:50



PROPOSED PHOTOMONTAGE
NTS

0 0.5m 1m 2m



PROPOSED SIDE ELEVATION
SCALE 1:50

GENERAL NOTES

Use written dimensions only, do not scale from drawing. Use latest revision of all referenced information.

Rev	Date	Description	Drawn	Chkd
A	24.04.21	Amend - New BT Streethub Structure	MD	JE

MONO CONSULTANTS LIMITED
70-76 Steam Packet House
Cross Street
Manchester, M2 4JG
t. 44 (0)161 839 8839
www.monoconsultants.com

Drg Status
PLANNING

Cell No. & Name
MAN022

Site Name & Address
OS JOHN DALTON BUILDING, OPP TESCO EXPRESS)
OXFORD ROAD,
MANCHESTER,
M1 7ED

Drawing Title
EXISTING AND PROPOSED ELEVATIONS

Scale	1:50	Date	24.04.2021
Drawn By	MD	Checked By	JE

Drawing Number
003

Revision
A

ORIGINAL DRAWING SIZE A3

APPENDIX 2

MANCHESTER CITY COUNCIL

Town & Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent

Applicant

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

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: The replacement of 22 existing freestanding advertising units comprising 6 sheet advertising panels with 22 "Forum" CIP advertising units within the Tertiary City Centre (Group 6)

Location: 22 Locations Within The Manchester Tertiary City Centre, Manchester

Date of application: 22 July 2021

Application number: 130791/AOH/2021

Part 2 – Particulars of decision

Manchester City Council gives notice that the development referred to in Part 1 has been **granted** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

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 worked with the applicant to overcome problems relating to amenity and safety.

Condition(s) attached to this decision

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 drawings and documents:

A01573 SITE 1 Great Ancoats Street M1 2BH
A01574 SITE 2 London Road M1 2PG
A01575 SITE 3 Great Ancoats Street M1 2JP
A01576 SITE 4 Oxford Road M1 7EL
A01577 SITE 5 London Road M1 7JG
A01578 SITE 6 Downing Street opp 65 M1 7JG
A01579 SITE 7 Trinity WayM3 1NH
A01580 SITE 8 Dawson Street M3 4JW
A01581 SITE 9 Regent Road M3 4JW
A01582 SITE 10 Cheetham Hill Road M4 4FB
A01583 SITE 11 Great Ancoats Street M4 6DJ
A01584 SITE 12 Great Ancoats Street opp 9 M4 5AZ
A01585 SITE 13 Great Ancoats Street 132/134 M4 6DE
A01586 SITE 14 Great Ancoats Street, M4 7AA
A01587 SITE 15 Great Ancoats Street M4 7DP
A01588 SITE 16 Great Ancoats Street M4 7DS
A01589 SITE 17 Great Ancoats Street, M4 7LH
A01590 SITE 18 Ashton Old Road M12 5FX
A01591 SITE 19 Pin Mill Brow M12 5FX
A01592 SITE 20 Pin Mill Brow M12 6EH
A01593 SITE 21 Mancunian Way M12 6FB
A01594 SITE 22 Mancunian Way M12 6FJ

Pavement Remediation Document
Smart City CIP Unit Information document.
Sustainable Objectives 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

There are no informatives attached to this decision.

Date: 8 October 2021

Signed: 

JCDecaux

MANCHESTER CITY COUNCIL

Roadside Advertising Estate

SITE 4 Oxford Road M1 7EL

SITE MAPS AND VISUALS

A01576

JCDecaux

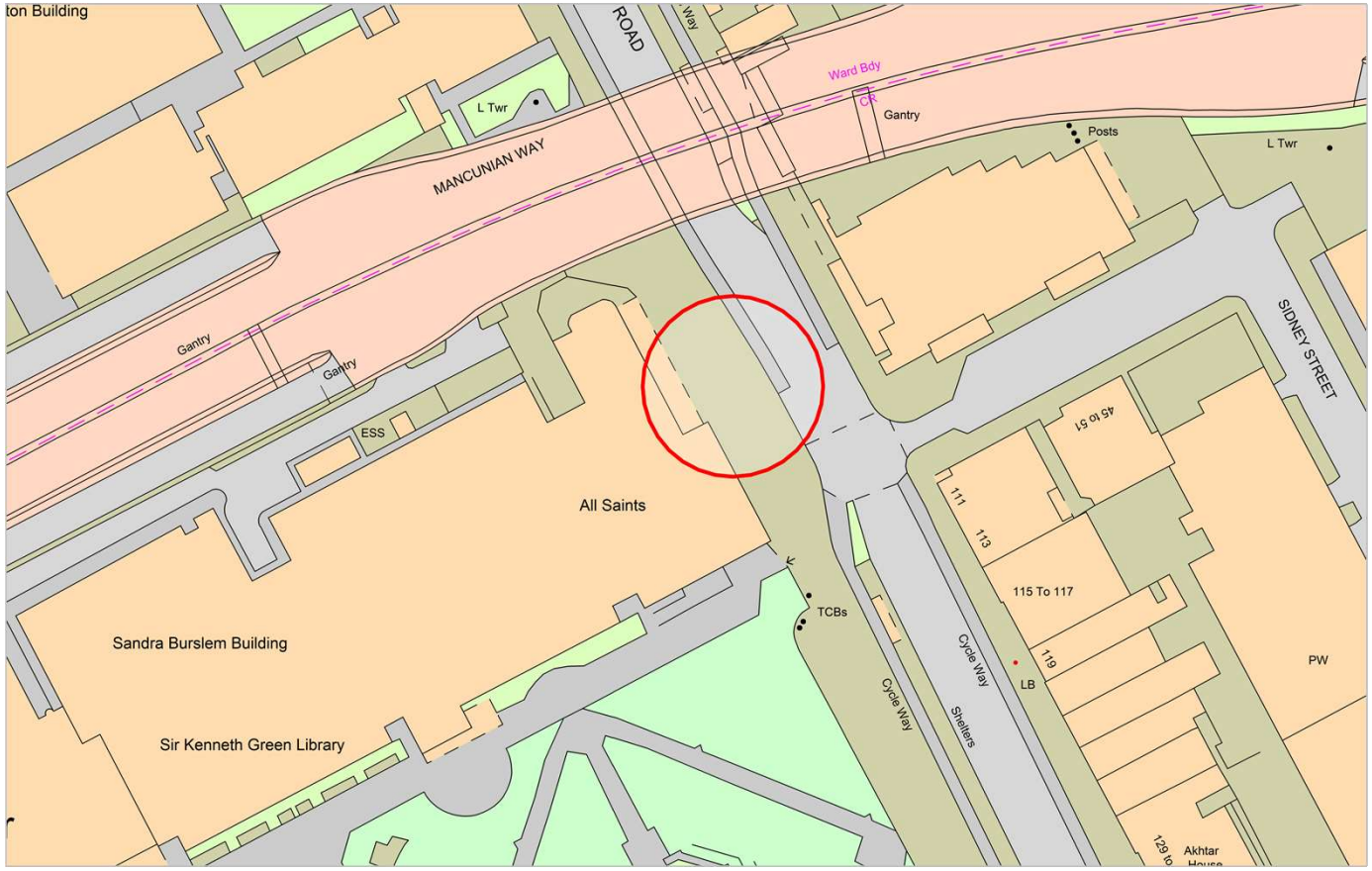
Site 4

Oxford Road

Manchester

E384282

N397192



0m 50m

1:1250 @ A4

JCDecaux

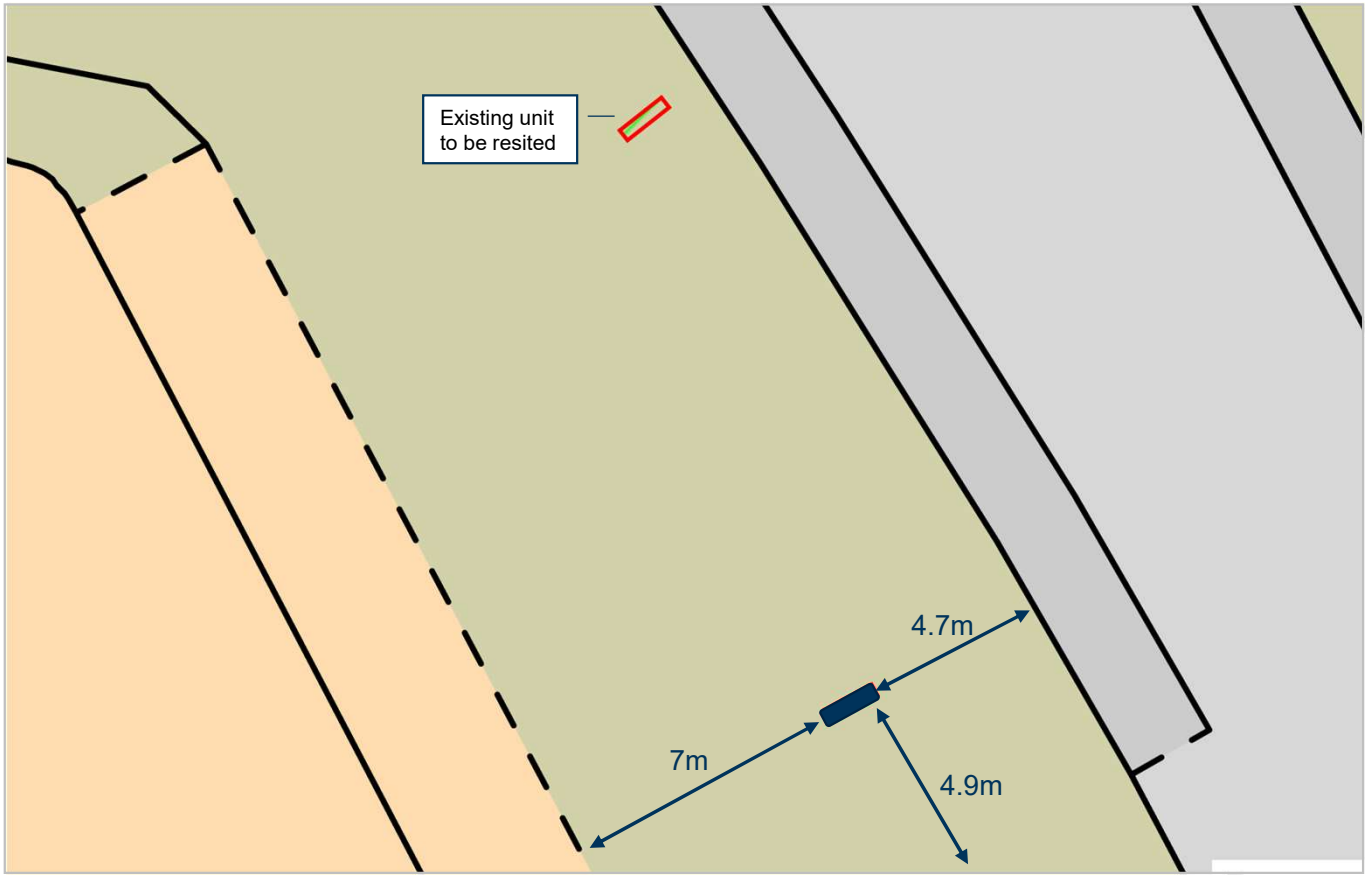
Site 4

Oxford Road

Manchester

E384282

N397192



0m 6m

1:200 @ A4

JCDecaux

Site 4

Oxford Road

Manchester



Proposed North Facing View



Proposed South Facing View

JCDecaux

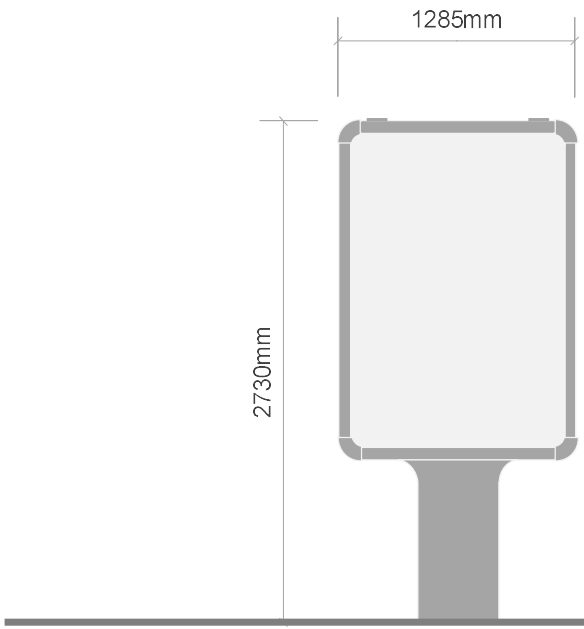
Site 4

Oxford Road

Manchester

Existing Paris 2

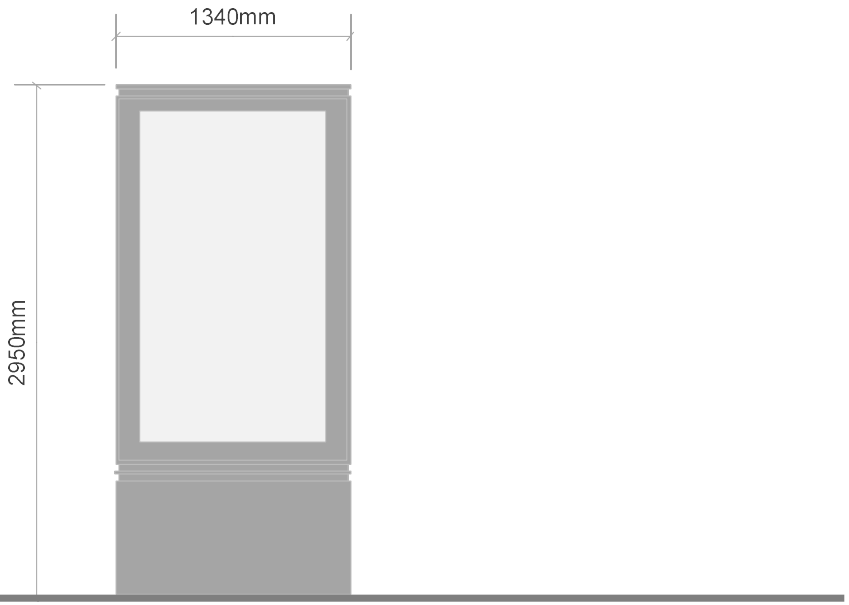
6 sheet CIP



Paris 2

Replacement

6 sheet CIP



APPENDIX 3

MANCHESTER CITY COUNCIL

Town & Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent

Applicant

Mr Nathan Still
JCDecaux UK Limited
991 Great West Road
Brentford
TW8 9DN

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: Installation of 86 inch LED advertisement display screen on the rear face of public payphone unit (associated planning application ref. 127644/FO/2020).

Location: Pavement Outside John Dalton Building, Oxford Road, Manchester, M1 7ED

Date of application: 3 August 2020

Application number: 127645/AOH/2020

Part 2 – Particulars of decision

Manchester City Council gives notice that the development referred to in Part 1 has been **granted** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Article 35 Declaration

Officers have worked in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. Appropriate conditions have been attached to the approval with the agreement of the applicant.

Condition(s) attached to this decision

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 drawings and documents:

Location Plan Oxford Road Os John Dalton Building, M1 7ED 1:200
Site Plan Oxford Road Os John Dalton Building, M1 7ED 1:1250
Proposed Site Location Photo - Oxford Road Os John Dalton Building, M1 7ED
Application Document Part 1 Proposal Background and City Maps
Application Document Part 2 Hub Detail - New Sites
Application Document Part 3 Sustainability Aims and Achievements
Application Document Part 4 Pavement Remediation
Cover Letter (30 July 2020)
Letter response to sound & light comments (dated 1 September 2020)
Appendix B Suggested Conditions and Reasons
Appendix C Noise Level Report - Aug 2020
Letter response to TfGM and GMP (DfS Team) (dated 16th September 2020)

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies, SP1 and DM1 of the City of Manchester Core Strategy and saved City of Manchester Unitary Development Plan policies DC17, and DC26.

3) Notwithstanding the approved plans and documents as specified in condition 2, the digital advertising screen hereby approved shall be displayed only in accordance with the following:

(a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs or traffic signals;
(b) No individual advertisements shall be displayed for duration of less than 10 seconds;
(c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel;
(d) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.

Reason - In the interests of pedestrian and highway safety, pursuant to policy DM1 of the City of Manchester Core Strategy and saved policy DC15 of the Unitary Development Plan for the City of Manchester

4) Notwithstanding the approved plans and drawings as specified in condition 2, the proposed advertisements shall;
(a) be designed, installed and operated to control glare and overspill onto any nearby residential properties; and
(b) not exceed 600cd/m2 during non-daylight hours and inclement weather.

Reason - To ensure that the advertisements cause no harm to residential amenity and are designed and installed to a high quality standard with regard to visual amenity, pursuant to policies DM1 of the City of Manchester Core Strategy and saved policies DC15 of the Unitary Development Plan for the City of Manchester.

Informatives

There are no informatives attached to this decision.

Date: 4 November 2020

Signed: 

Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

MANCHESTER CITY COUNCIL

Town & Country Planning Act 1990 (as amended)

Planning Permission

Applicant

Mr Nathan Still
JCDecaux UK Limited
991 Great West Road
Brentford
TW8 9DN

Agent (if used)

Part 1 – Particulars of the application/development

Proposal: Installation of 1no. 2.63m high public payphone unit including interactive public information screen following the removal of multiple associated existing telephone kiosk units (associated advertisement consent application ref. 127645/AOH/2020).

Location: Pavement Outside John Dalton Building, Oxford Road, Manchester, M1 7ED

Date of application: 3 August 2020

Application number: 127644/FO/2020

Part 2 – Particulars of decision

Manchester City Council gives notice that the development referred to in Part 1 has been **Approved** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Article 35 Declaration

Officers have worked in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. Appropriate conditions have been attached with the agreement of the Applicant.

Condition(s) attached to this decision

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

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

Location Plan Oxford Road Os John Dalton Building, M1 7ED 1:200

Site Plan Oxford Road Os John Dalton Building, M1 7ED 1:1250
Proposed Site Location Photo - Oxford Road Os John Dalton Building, M1 7ED
Application Document Part 1 Proposal Background and City Maps
Application Document Part 2 Hub Detail - New Sites
Application Document Part 3 Sustainability Aims and Achievements
Application Document Part 4 Pavement Remediation
Cover Letter (30 July 2020)
Letter response to sound & light comments (dated 1 September 2020)
Appendix B Suggested Conditions and Reasons
Appendix C Noise Level Report - Aug 2020
Letter response to TfGM and GMP (DfS Team) (dated 16th September 2020)

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies EN3, CC9, SP1 and DM1 of the City of Manchester Core Strategy and saved City of Manchester Unitary Development Plan policies DC17, and DC26.

3) Prior to the installation of the telecommunications kiosk unit hereby approved, all existing telecommunication kiosk units as identified on Plan A (Existing INFOCUS Locations) within the submitted document; Application Document Part 1 Proposal Background and City Maps, shall be entirely removed and the land reinstated to its former condition using the same paving materials as surround the existing kiosk site (maintaining any detail or pavement flows) to a standard to accord with the guidance in Department of Transport Specification document for the Reinstatement of Openings in Highways (4th Edition Feb 2019).

Reason - To ensure the wider public benefits of the proposal are delivered in the interests of visual amenity, pursuant to policies SP1 and DM1 of the City of Manchester Core Strategy.

4) Notwithstanding the approved plans and documents as specified in condition 2, the telecommunications kiosk unit hereby approved shall be installed to a standard to accord with the submitted document; Application Document Part 4 Pavement Remediation.

For the avoidance of doubt:
(i) the existing pavement materials at the proposal site shall be retained where possible and appropriate;
(ii) Should the existing pavement materials be damaged during installation of the telecommunications kiosk unit, said damaged paving materials shall be wholly replaced with the same materials in size, texture, colour, and detail including matching the pavement flow as relevant, within two calendar months of said damage occurring; and
(iii) No temporary pavement remediation such as temporary tarmac shall be permitted during installation, unless the existing pavement material is tarmac.

Reasons - To ensure a high quality development that does not harm visual amenity, pursuant to policies SP1 and DM1 of the City of Manchester Core Strategy.

5) Notwithstanding the approved plans and documents as specified in condition 2 and condition 6, prior to the first operation of the telecommunications kiosk unit hereby approved a management plan shall be submitted to and approved in writing by the City Council as local planning authority, in consultation with Greater Manchester Police and other relevant parties, concerning the use and operation of the free to use service and public information display associated with the unit. The telecommunications kiosk unit

shall be managed and operated in accordance with the approved management plan thereafter.

Reason - To ensure that the use of the associated communication apparatus is properly managed to prevent unlawful use, pursuant to policies SP1 and DM1 of the City of Manchester Core Strategy

6) Notwithstanding the approved plans and documents as specified in condition 2 or condition 5, the telecommunications kiosk unit 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 to and approved in writing by the City Council as local planning authority. The development shall be operated in accordance with the approved NMP thereafter.

Reason - In the interests of residential amenity, pursuant to policy DM1 of the City of Manchester Core Strategy and saved Unitary Development Plan policy DC26.

7) The development hereby approved shall be entirely removed from the land on which it is situated as soon as it is no longer maintained in reasonable working order or operated as a telecommunications service, and the land shall be made good using materials to match the surrounding pavement materials in size, texture, colour, and detail including matching the pavement flow as relevant, within two calendar months of the unit ceasing function.

Reason - In order to safeguard the character and appearance of the local area, pursuant to the City of Manchester Core Strategy policies SP1 and DM1.

Informatives

Building Regulations 2010
This permission does not grant approval under Building Regulations.

Street Naming & Numbering Requirements
Manchester City Council is responsible for allocating street naming and numbering within Manchester for new developments or property conversions. Individuals or businesses are not permitted to allocate their own property numbers, building or street names.

If your development includes the creation of new dwellings (either new build or conversion of existing buildings), creation of new commercial properties or the subdivision of existing properties you must ensure that you request new or changes to addresses through us so they can be officially allocated and registered in accordance with the Public Health Act 1925 Sections 17-19 & Greater Manchester Act 1981 Section 22.

Failure to do this may result in difficulties for the developer/occupier when requiring services such as connections to utilities, phone lines and postal services and may delay your development.

You can apply online at the following address:
http://www.manchester.gov.uk/info/100011/roads_parking_and_transport/1988/naming_and_numbering_of_houses_buildings_streets_and_roads/2

Mining Information

The proposed development lies within an area which could be subject to current coal mining or hazards resulting from past coal mining. Please read the Standing Advice from the Coal Authority in Appendix A.

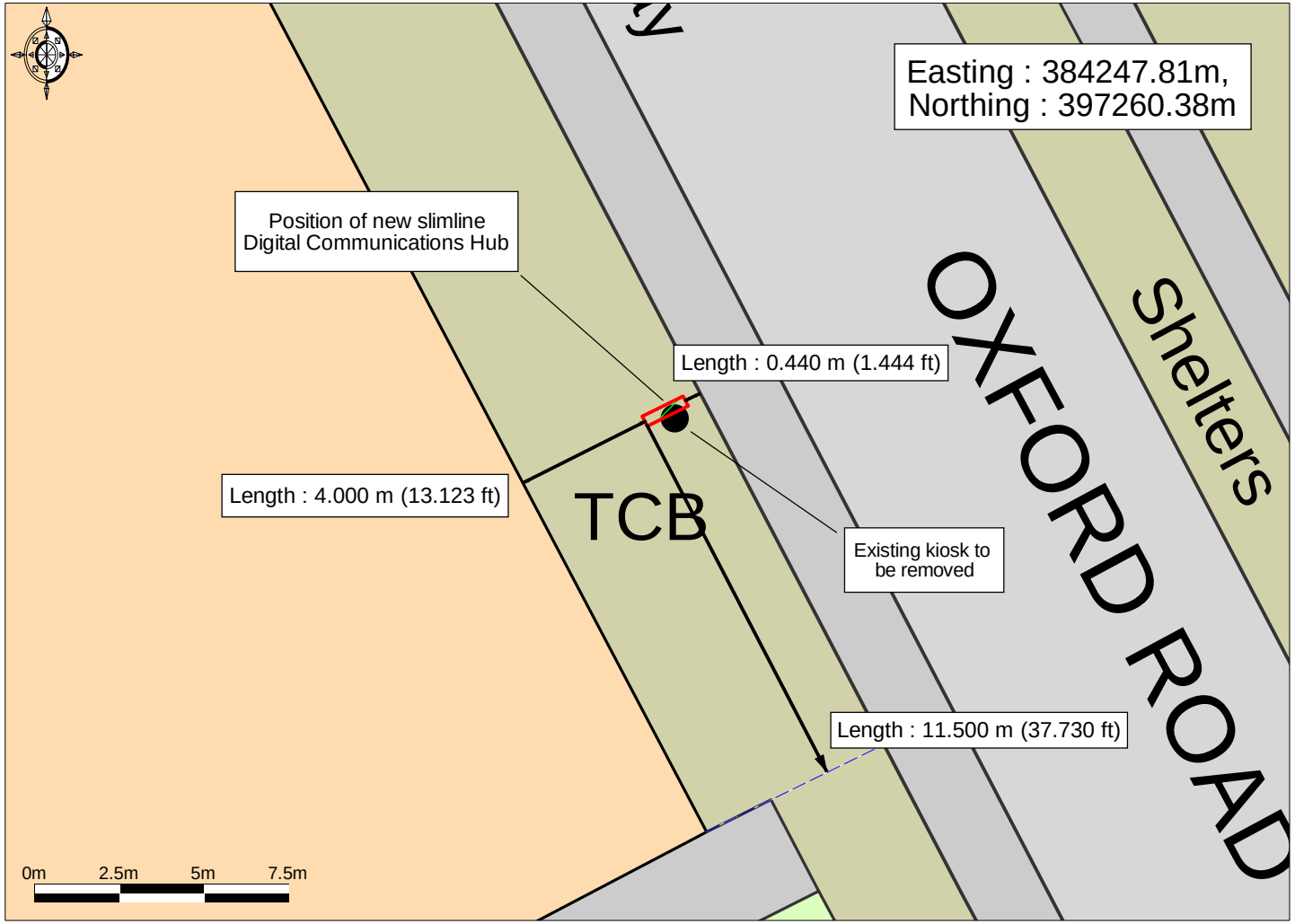
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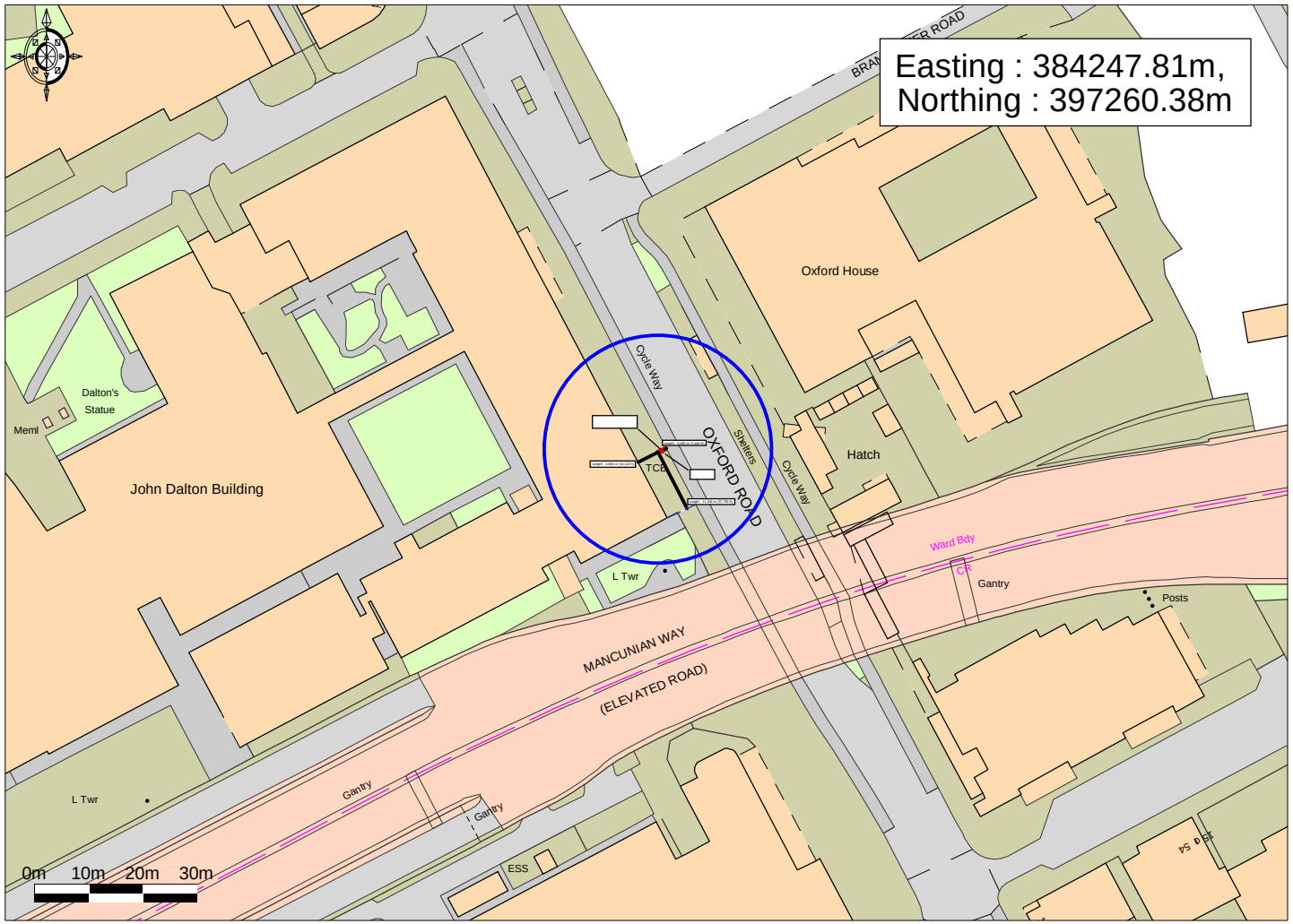


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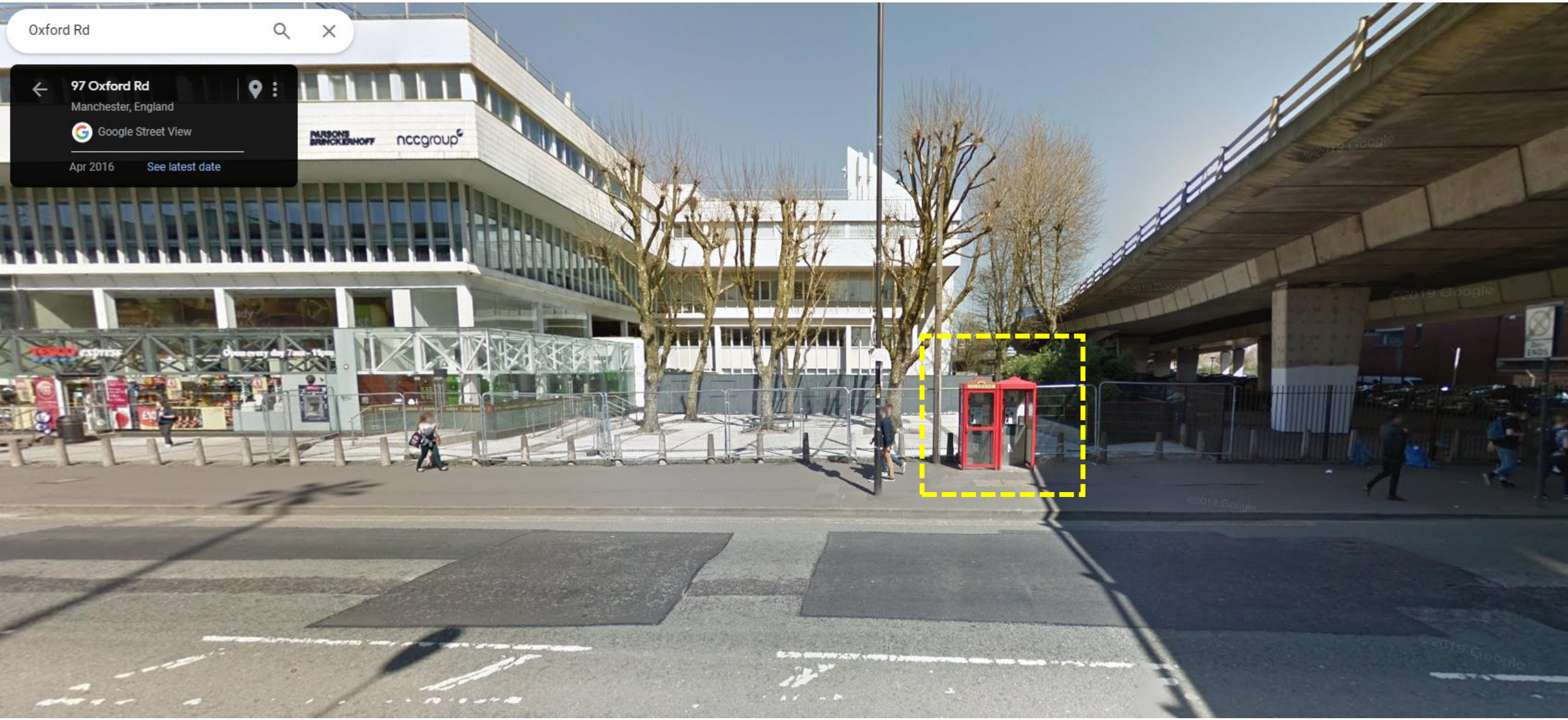
Infocus Public Networks


NO STREET DRINKING
JCDecaux
ROLEX

APPENDIX 4


Oxford Rd
125 A34
Manchester, England
Google Street View
Apr 2016
See latest date
PIZZA
WRAPS
BURGER
Babylon
SHAWARMA
VEGETARIAN
THAI SPA
RED SEA
falafil
Fresh Juice Bar
GOVIN NEWS
061 273 3069
061 273 5749
I BUY I BUY I BUY I BUY

APPENDIX 5


Oxford Rd
97 Oxford Rd
Manchester, England
Google Street View
Apr 2016
See latest date
PARSONS BRINCKERHOFF
nccgroup
TESCO EXPRESS
Open every day 7am - 11pm
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