

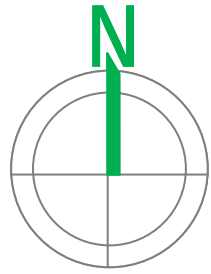


Advertising Proposal

Land at
**Devonshire Street North/
Higher Ardwick
Manchester
M12 6JR**

Eastings 385749
Northings 397274

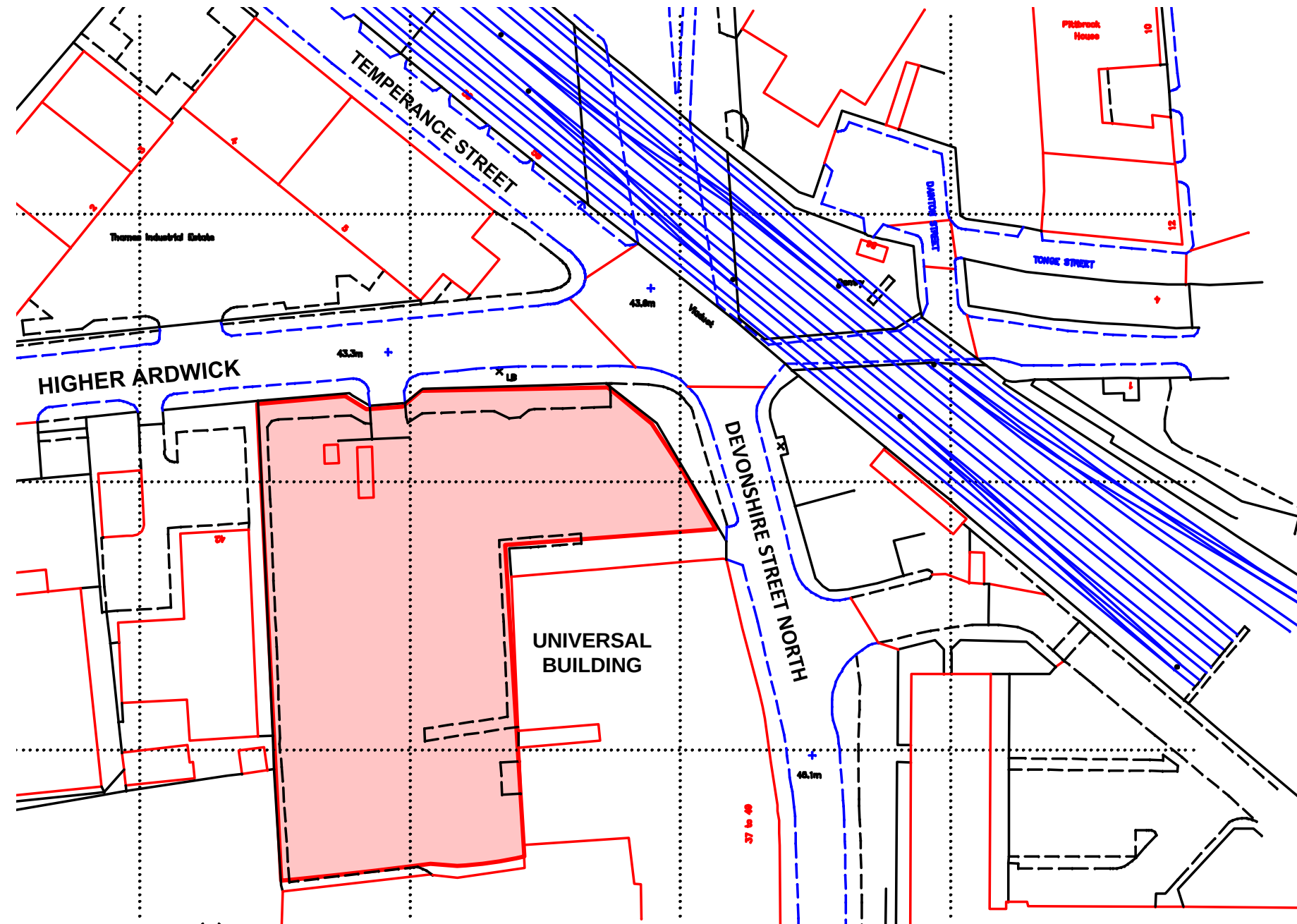
August 2023



BILLBOARD Advertising Ltd

Outdoor
Advertising
Consultants

media@billboard.me.uk
33 Coleshill Street Sutton Coldfield
Birmingham B72 1SD



Title
Site Location Plan

Project
Devonshire Street
North / Higher
Ardwick

Client
KLM

Job No 203444/	Issued 01
Drawn by TF	Checked by

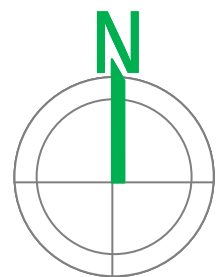
Scale
1:1250 @ A3

Key
 Site Boundary

0 15 25 50

Eastings 385749
Northings 397274

Plan Reference No
2023/0289/AC/01

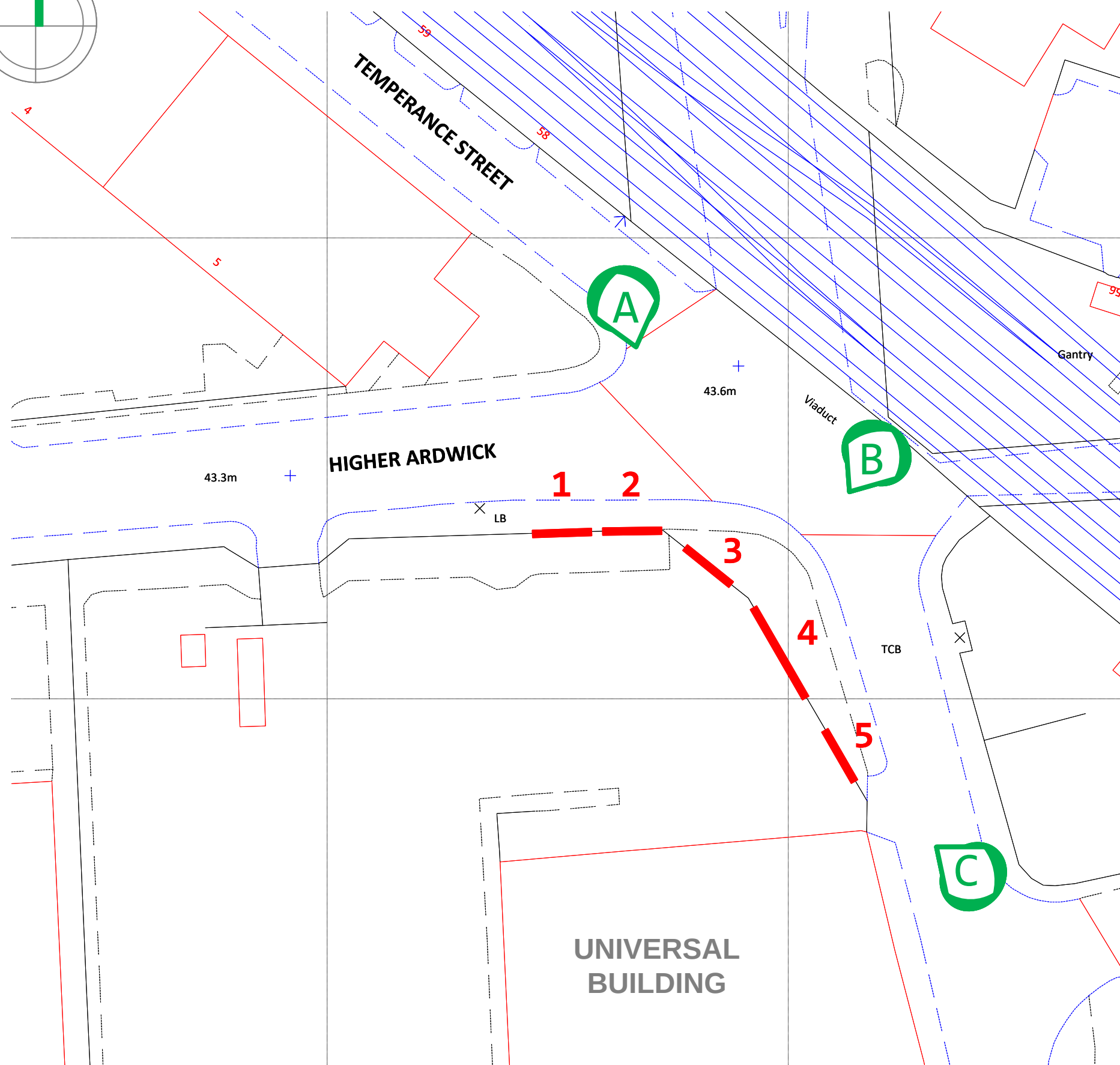


EXISTING Site Plan

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The proposal site forms part of the north eastern boundary of a surface car parking area adjoining Universal Buildings.

The land is enclosed on the Higher Ardwick and Devonshire Street North elevations by a mix of black painted featheredge fencing and railings with five illuminated landscape advertisements comprising 4 x 48 sheet and 1 x 96 sheet displays as shown on the following page.

Advertisement consent was granted in March 2019 on appeal for the replacement of panels 3 and 4 with a single 48 sheet digital screen. This consent has yet to be implemented.

This current proposal relates to the same type of panel upgrade and the rationalisation in the extent of advertising at the site. The existing site enclosure will be maintained and replaced where necessary to present a uniform appearance

Title
Site Block Plan

Project
Devonshire Street
North / Higher
Ardwick

Client
KLM

Job No
203444/
Drawn by
TF

Issued
01
Checked by

Scale
1:500 @ A3

Key
 Direction of
Photo

Plan Reference No
2023/0289/AC/02

Existing Site Images

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media@billboard.me.uk
33 Colehill Street Sutton Coldfield
Birmingham B72 1SD

Title
Site Images
EXISTING

Project
Devonshire Street
North / Higher
Ardwick

Client
KLM

Job No 203444/	Issued 01
Drawn by TF	Checked by

Scale

Key

Plan Reference No
2023/0289/AC/03

A



This image is taken from the junction of Temperance Street and Higher Ardwick looking south towards Universal Buildings. Panel 1 is located in the right of the image

B



This view is from Devonshire Street North facing west towards the site the south looking towards the side, which shows the oblique angle of the application site

Existing Site Images

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Birmingham B72 1SD

Plan Reference No
Site Images
2023/0289/AC/03

Project
Devonshire Street
North / Higher
Ardwick

Client
KLM

Job No 203444/ Drawn by TF	Issued 01 Checked by
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Scale

Key

Plan Reference No
2023/0289/AC/04



This image is taken from Deveonshire Street North looking north towards the junction with Higher Ardwick. The Universal Building is in the left of the image and Panel 5 is the nearest in this view

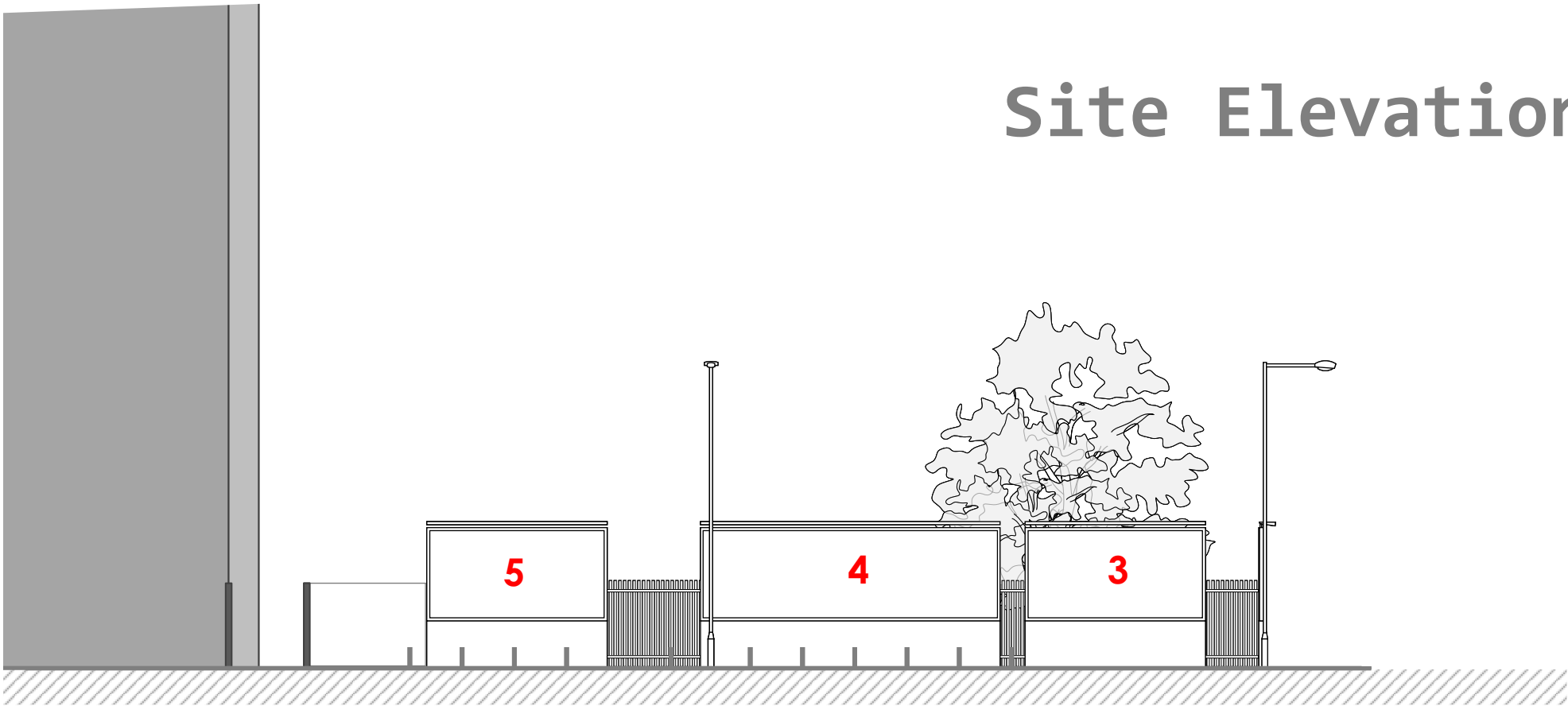
Site Elevation

BILLBOARD
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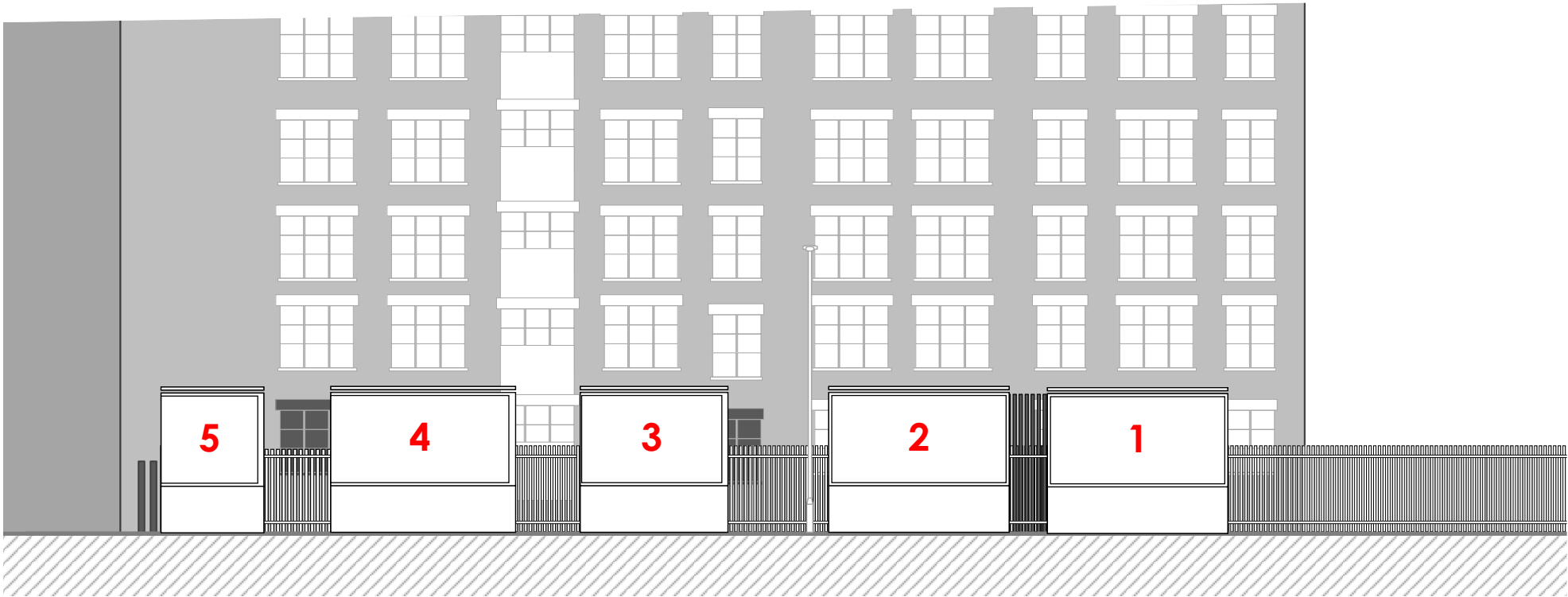
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2 Wheeleys Road Edgbaston Birmingham B15 2LD



FORMER EAST ELEVATION



FORMER NORTH ELEVATION

Title
Site Elevations
FORMER Pre 2022

Project
Devonshire Street
North / Higher
Ardwick

Client
KLM

Job No
203444/
Drawn by
TF

Issued
01
Checked by

Scale
1:200

Plan Reference No
2023/0289/AC/06

Site Elevation

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Outdoor
Advertising
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media@billboard.me.uk

2 Wheelleys Road Edgbaston Birmingham B15 2LD

PANEL 5
Retained Unit
as 48 Sheet
Externally Lit
Advertisement

DIGITAL SCREEN
Replacement
Unit for
PANELS 3 & 4

PANELS 1 & 2
Retained Unit as
48 Sheet
Externally Lit
Advertisement

APPROVED EAST ELEVATION

Title
Site Elevations
APPROVED 121336/AOH/2018

Project
Devonshire Street
North / Higher Ardwick

Client
KLM

Job No
203444/

Drawn by
TF

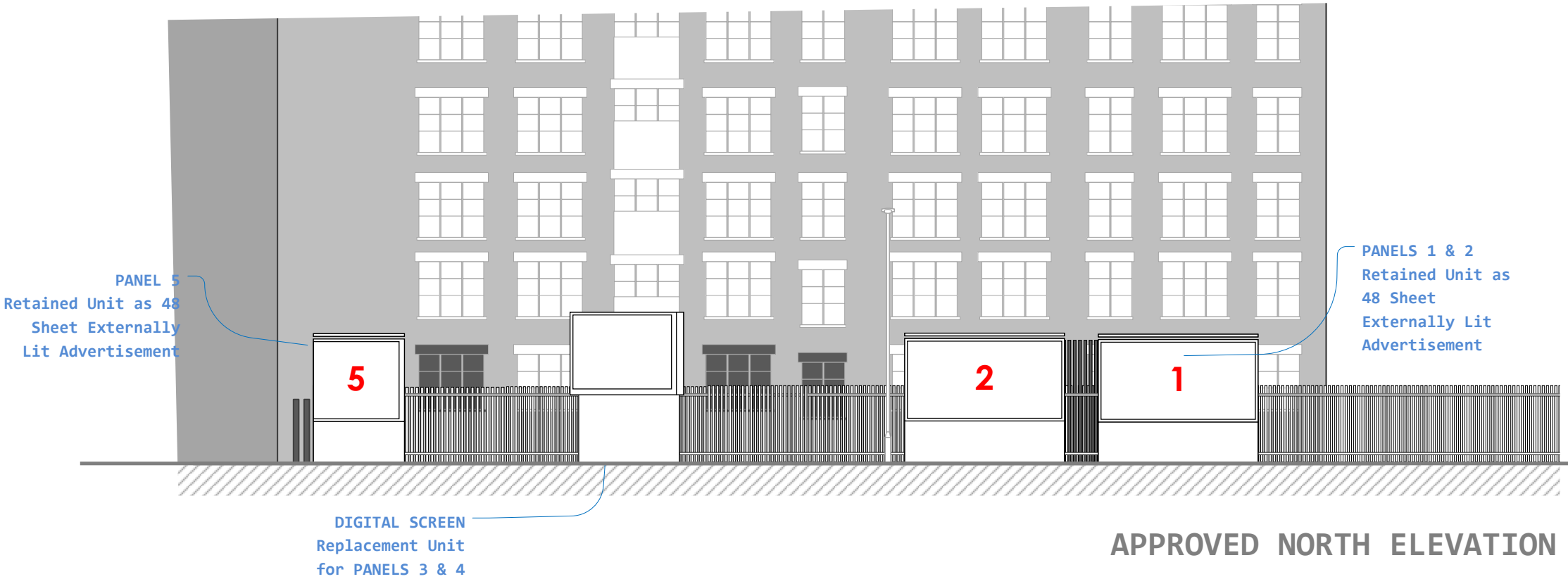
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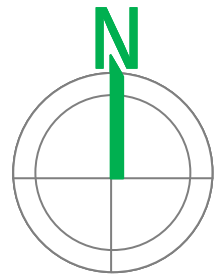
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Scale
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Plan Reference No

2023/0289/AC/06



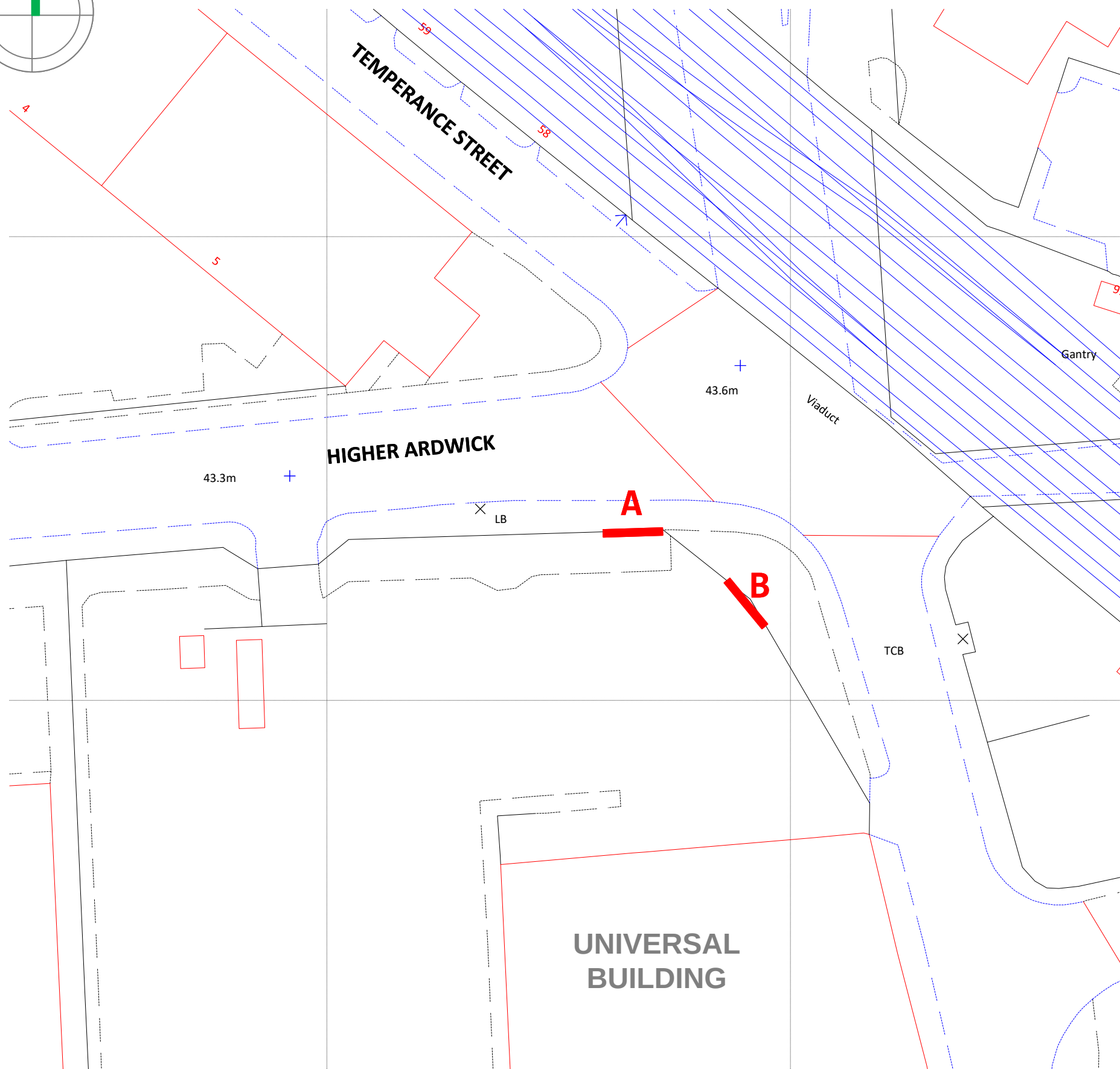


PROPOSED Site Plan

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media@billboard.me.uk
33 Coleshill Street Sutton Coldfield
Birmingham B72 1SD



This current application seeks consent for the same form of technological upgrade permitted in 2019 in respect of the single central display and the rationalisation of the advertising at the site from five panels to two.

The proposal is for the following formats:

PANEL A 48 Sheet LED Screen
PANEL B 48 Sheet LED Screen
Both Panel will be illuminated in accordance with the guidance in the Institute of Lighting Professionals

Title
Site Block Plan
PROPOSED

Project
Devonshire Street
North / Higher
Ardwick

Client
KLM

Job No
203444/
Drawn by
TF

Issued
01
Checked by

Scale
1:500 @ A3

Key

Plan Reference No

2023/0289/AC/07

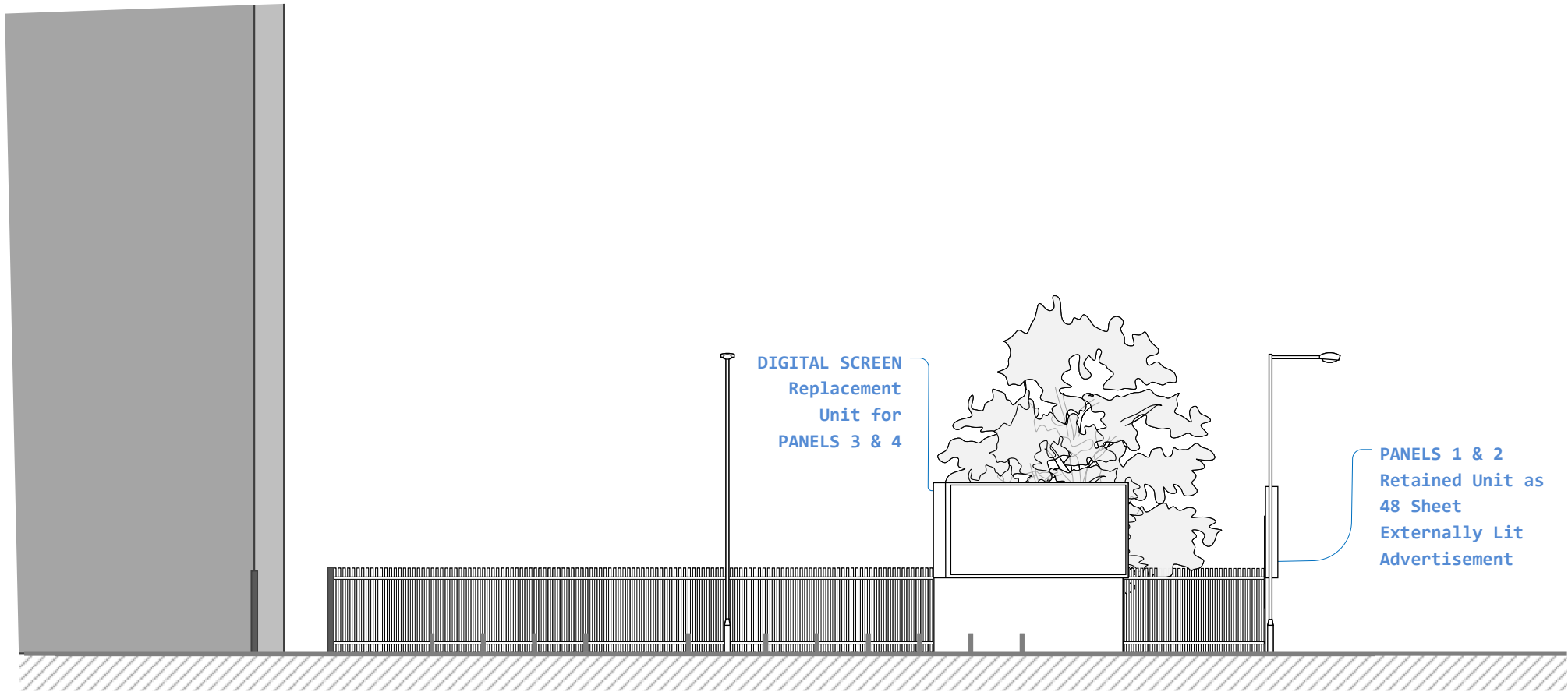
Site Elevation

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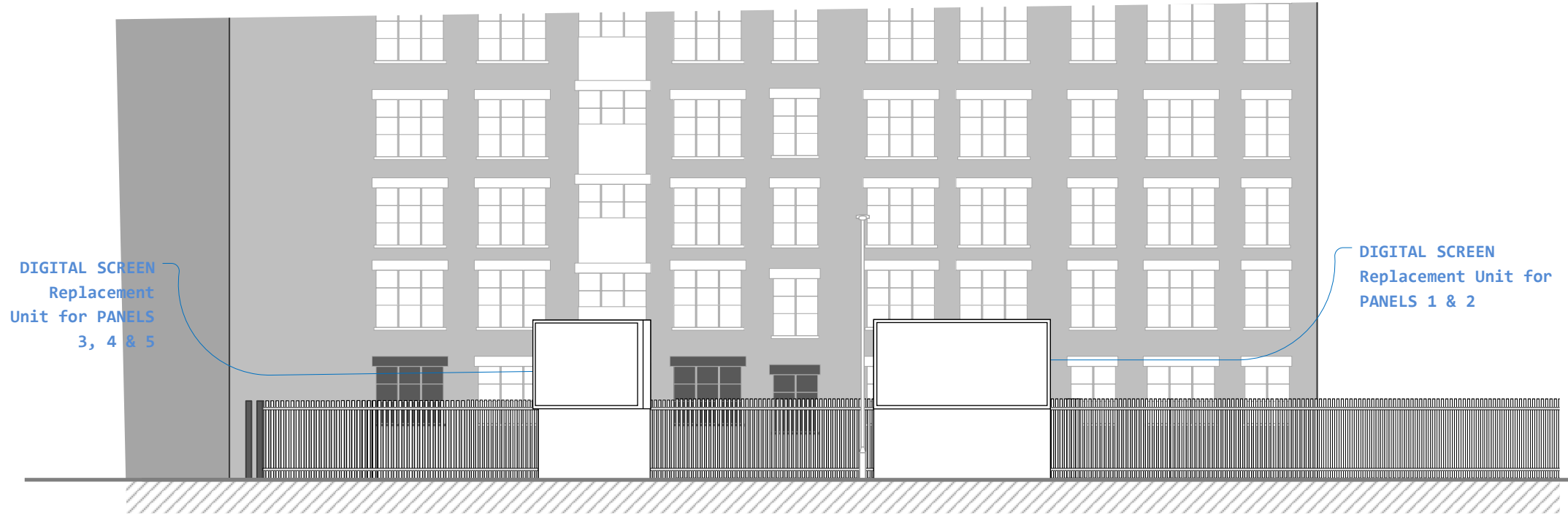
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2 Wheelleys Road Edgbaston Birmingham B15 2LD



PROPOSED EAST ELEVATION



PROPOSED NORTH ELEVATION

Title
Site Elevations
PROPOSED

Project
Devonshire Street
North / Higher
Ardwick

Client
KLM

Job No 203444/	Issued 01
Drawn by TF	Checked by

Scale
1:200

Plan Reference No

2023/0289/AC/08

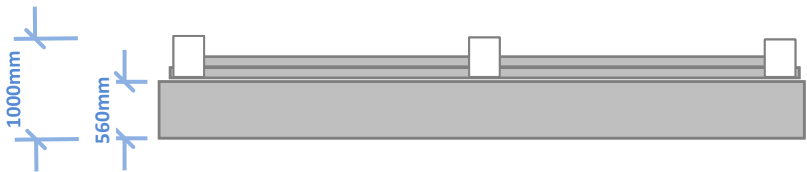
Structure Elevation

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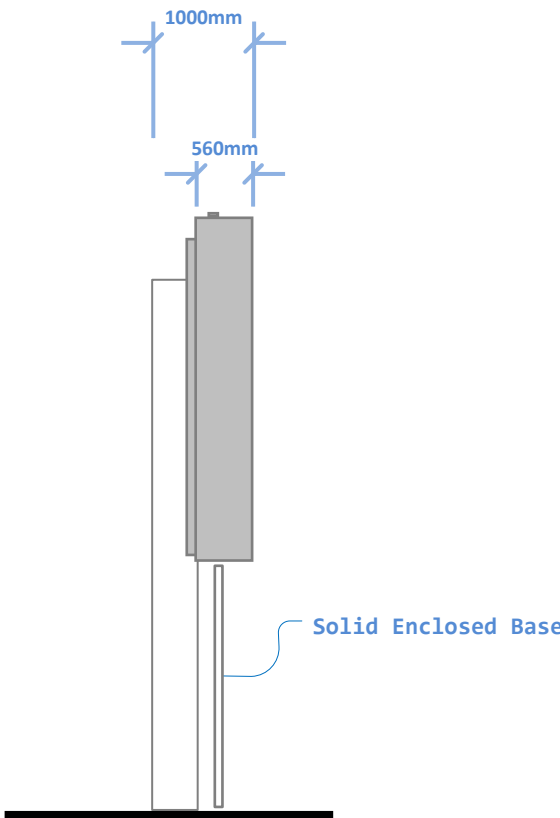
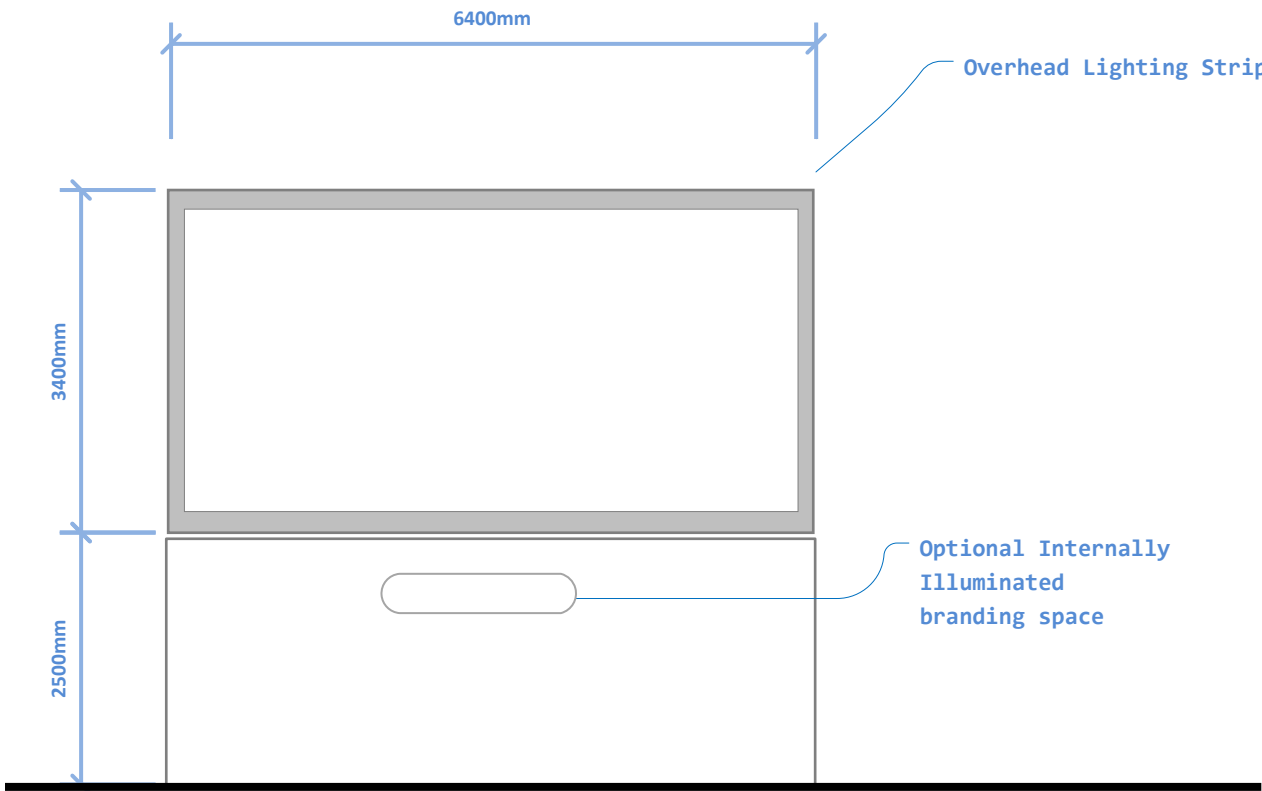
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Plan View



Facing View



Title
Plan of PANEL A & B
48 Sheet Digital
Signage

Project
Devonshire Street
North / Higher
Ardwick

Client
KLM

Job No 203444/ Drawn by TF	Issued 01 Checked by
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Scale
1:75 @ A3

Key

Plan Reference No
2023/0289/AC/09

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Title
Material Detail
Display Screen

Project
Devonshire Street
North / Higher
Ardwick

Client
KLM

Job No 203444/ Drawn by TF	Issued 01 Checked by
-------------------------------------	----------------------------

Scale

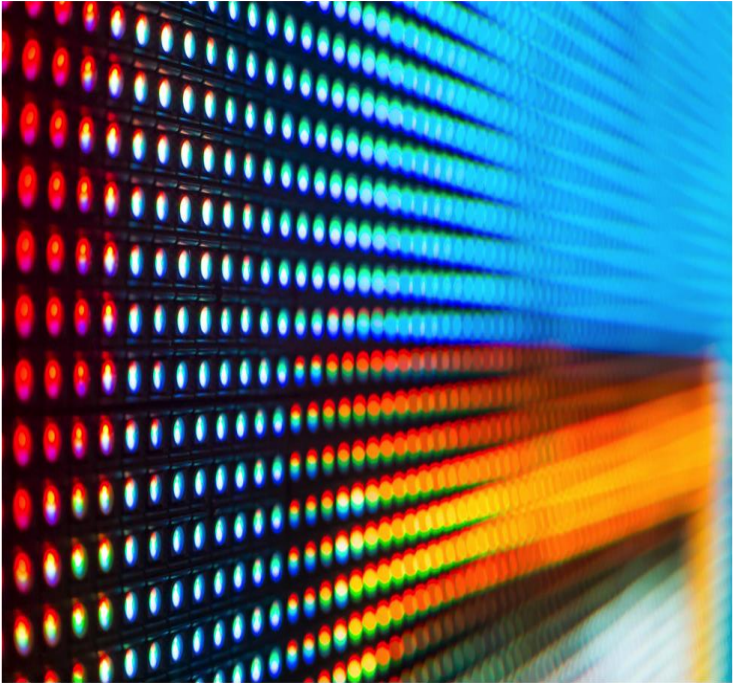
Plan Reference No
2023/0289/AC/10



PANEL B will be the same size as a standard 96 sheet roadside landscape display and will be positioned to face north east. The unit will be elevated above the street level to 2.5m so as to be visible to southbound drivers approaching along Devonshire Street North

All three advertisements will show static images only. PANELS A and C will be manually changed every two weeks as existing use; PANEL B will be capable of automatic change in the advertising copy every ten seconds

The illuminated level is calibrated to meet the stringent requirements of the Institute of Lighting Professionals to ensure the level does not exceed 300Cdm² during the hours of darkness



The LED display screen PANEL B will utilise the latest sustainable screen technology using LED modules

The screen comprises a series of smaller tiles approximately 365mm² which can be serviced and individually replaced and cleaned from the front of the unit

The modules operate over a ten year life span and are entirely recyclable

Appeal Decision

Site visit made on 12 March 2019

by **K Winnard LL.B (Hons) Solicitor**

an Inspector appointed by the Secretary of State

Decision date: 2nd May 2019

Appeal Ref: APP/B4215/Z/18/3216997

Devonshire Street North, Corner of Higher Ardwick, Manchester M12 6JR

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
- The appeal is made by Clear Channel UK Ltd against the decision of Manchester City Council.
- The application Ref 121336/AOH/2018, dated 21 September 2018, was refused by notice dated 21 November 2018.
- The advertisement proposed is a 48 sheet digital advertisement display.

Decision

1. The appeal is allowed and express consent is granted for a 48 sheet digital advertisement display. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in the Regulations and the additional conditions set out in the attached Schedule.

Main Issue

2. The main issue is the effect of the proposed advertisement on the amenity of the area.

Reasons

3. The free standing single digital advertisement panel would replace one 48 sheet and one 96 sheet hoarding, and would be sited within a predominantly commercial and industrial area. The character of the area is also influenced by the elevated railway bridge that runs diagonally to the north east of the site and the heavily trafficked nature of Devonshire Street North. As such it is in the type of area where National Planning Practice Guidance¹ (NPPG) indicates that an advertisement panel would be permitted where it does not adversely affect the visual amenity of the area.
4. The sign would be located adjacent to the perimeter boundary of a large car park in front of Majid House, a substantial warehouse building, at the junction of Devonshire Street North and Higher Ardwick. The proposal is for a taller display panel with a wider base than the other panels nearby. The appellant has indicated this is for general security reasons. The panel would be sited at an angle at the junction of Devonshire Street North and Higher Ardwick, and notwithstanding that it would be visible on some approaches, including the approach from under the railway bridge, the outline and bulk of Majid House

¹ Paragraph: 079 Reference ID: 18b-079-20140306 Revision date: 06 03 2014

Appeal Decision

Appeal Decision APP/B4215/Z/18/3216997

would absorb the effect of its height and scale. Given the size of this road junction and the proximity of the railway bridge, this larger display would not over dominate the area in front of Majid House or the wider surrounding area.

5. Three existing 48 sheet hoardings would remain on site. Whilst the proposed sign would be distinctive due to its display, height and appearance, it would not be out of context with its surroundings given the scale of the site and the general commercial area within which it would be located. Moreover, the removal of two of the existing hoardings would reduce the overall extent of advertising on the site. This could be secured by the imposition of a condition.
6. The changing images of the advertisements would not appear incongruous when seen against the other advertisements on site, and the background of the car park and Majid House; nor would they be at odds with the busy commercial character of the area.
7. Therefore, the proposal would have an acceptable effect upon the amenity of the area. The Council has cited Policies EN1, DM1 and SP1 of Manchester's Local Development Framework Core Strategy Development Plan Document (July 2012) and Policies DC.15.1 and DC.15.2 of the Manchester Unitary Development Plan (July 1995 as altered) in the reason for refusal. The regulations require that decisions are made in the interests of amenity and public safety. I have taken these policies into account as material considerations in so far as they relate to amenity. Given that I have concluded that the proposed advertisement would not harm amenity, the proposal does not conflict with these policies so far as they are relevant to these matters.

Conditions

8. Several conditions have been suggested by both parties in addition to the standard conditions. I am attaching a further condition to limit the luminance in the hours of darkness and to ensure ambient light levels in the interests of the amenity of the area. I am also including further conditions in the interests of highway safety.
9. A condition requiring the removal and discontinuance of the advertisement on the expiry of the 5 year consent period is not necessary. The NPPG² indicates that a non standard condition should not be imposed as a matter of general policy to prevent the operation of Class 14 of the Regulations, which allow for deemed consent for advertisements after the expiry of the period of express consent. The NPPG also requires that there should be specific and relevant planning reasons for the imposition of a non standard condition. There is no supporting information before me as to why this sign should be considered temporary or what harm would arise if they were to remain beyond the initial 5 year period. In any event, should it become necessary then the Council would be able to take action by pursuing discontinuance action under the Regulations.

Conclusion

10. For the above reasons, I conclude that the appeal should be allowed.

K Winnard

INSPECTOR

² Paragraph: 034 Reference ID: 18b-034-20140306 Revision date: 06 03 2014

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**Outdoor
Advertising
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33 Coleshill Street Sutton Coldfield
Birmingham B72 1SD

**Title
Appeal Decision**

**Project
Devonshire Street
North / Higher
Ardwick**

**Client
KLM**

Job No 203444/	Issued 01
Drawn by TF	Checked by

Scale

Plan Reference No

2023/0289/AC/11