

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135387/AOH/2022

Date registered valid: 3 November 2022

Proposal: Advertisement consent for the display of 2no. digital 75" LCD display screens

Address: Pavement O/S 579 Barlow Moor Road, Manchester, M21 8AE

Ward(s): Chorlton Park Ward

Applicant: Mr James Browne, BT Telecommunications Plc Pp 8.05, Faraday Building, 1 Knightrider Street, London, EC4V 5BT

Agent (if any): Mr Josh Lee, Solutions30 Regus - 82 King Street, Manchester, M2 4WQ

Case officer: Robert Griffin
Tel: 0161 234 4527
Email: robert.griffin@manchester.gov.uk

Recommendation:

Date of recommendation:

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 25 November 2022

Standard consultations: Printed: 6 December 2022 Expired: 27 December 2022

Neighbour notifications: Printed: 17 November 2022 Expired: 8 December 2022

Site notice: No site notice has been produced

Press advert: No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building/area

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The application relates to a portion of pavement located outside No.579 Barlow Moor Road in the Chorlton Park ward of Manchester. The site is situated outside the Halifax Bank located within Chorlton town centre and is in close proximity to a variety of shopping facilities, bars and restaurants.

Description of development

The applicant is seeking advertisement consent for the display of 2no. digital 75" LCD display screens in association with a new BT street hub (application ref: 135386/FO/2022).

BT street hubs are free-standing structures featuring a fully accessible tablet interface and digital HD display screens on two sides. Overall, the dimensions of a BT street hub are: 2.98m in height, 1.236m in width (with a reduced, tapered footprint of 1.201m) and 0.35m in depth. The screens are to display commercial, community and council-based content at 10-second intervals with illuminance levels of 2500cd/m². Displays are set to automatically dim at night to 600cd/m², following daylight hours. Each unit will also feature a video camera above each screen as well as one built into the tablet.

Each BT Street hub aims to offer:

- Opportunities for advertisements
- Ultrafast public and encrypted Wi-Fi
- Access to public services
- Free phone calls
- Multiple accessibility options

- Secure power-only USB ports for rapid device charging
- Free phone calls
- Direct 999 call button
- Useful real-time information (including community and emergency awareness messaging)
- Environmental sensors to measure air quality, noise, traffic etc.
- Maps and wayfinding

All street hubs are powered by 100% renewable carbon-free energy and are inspected weekly, cleaned bi-weekly and monitored 24/7. Their LED-backlit LCD screens consume approximately 60% less power than Cold Cathode Fluorescent Tubes whilst their screen filters reflect light and reduce the need for high power, noisy cooling systems. Through utilising industrial-grade components, the street hubs are able to operate at high temperatures, thus reducing the need for cooling. Noise emanating from the hubs should not exceed: 41dB at a distance of 3m during the day, 35dB at a distance of 3m during the night and operational volume should not exceed 60dB at a distance of 1m.

Associated Applications

135389/FO/2022 - Installation of 1no. new BT Street Hub, incorporating 75" LCD advert screens.

Consultations & Notification Responses

Cadent Gas made the following comments:

- "No objection, informative note required"
- "We have received a notification from the LinesearchbeforeUdig (LSBUD) platform regarding a planning application that has been submitted which is in close proximity to our medium and low-pressure assets. We have no objection to this proposal from a planning perspective; however, we need you to take the following action."
- "To prevent damage to our assets or interference with our rights, please add the following **Informative Note** into the **Decision Notice**:"
- "*Cadent Gas Ltd own and operate the gas infrastructure within the area of your development. There may be a legal interest (easements and other rights) in the land that restrict activity in proximity to Cadent assets in private land. The applicant must ensure that the proposed works do not infringe on legal rights of access and or restrictive covenants that exist.*"
- "*If buildings or structures are proposed directly above the apparatus the development may only take place following diversion of the apparatus. The applicant should apply online to have apparatus diverted in advance of any works, by visiting cadentgas.com/diversions*"
- "*Prior to carrying out works, including the construction of access points, please register on www.linesearchbeforeudig.co.uk to submit details of the planned works for review, ensuring requirements are adhered to.*"
- "Cadent may have a Deed of Easement on the pipeline, which provides us with a right of access for a number of functions and prevents change to existing ground levels, storage of materials. It also prevents the erection of permanent/temporary buildings, or structures. If necessary Cadent will take action to legally enforce the terms of the easement."
- "This letter does not constitute any formal agreement or consent for any proposed development work either generally or related to Cadent's easements or other rights, or any planning or building regulations applications."

- “Cadent Gas Ltd or their agents, servants or contractors do not accept any liability for any losses arising under or in connection with this information. This limit on liability applies to all and any claims in contract, tort (including negligence), misrepresentation (excluding fraudulent misrepresentation), breach of statutory duty or otherwise. This limit on liability does not exclude or restrict liability where prohibited by the law nor does it supersede the express terms of any related agreements.”
- “If you need any further information or have any questions about the outcome, please contact us at atplantprotection@cadentgas.com or on 0800 688 588 quoting your reference at the top of this letter.”

Highways 8/12/22

Neighbours 8/12/22

Chorlton voice 27/12/22

Policies

The following policies are considered relevant in the consideration of this application.

Unitary Development Plan (UDP) – The UDP has been superseded by the Core Strategy Development Plan, but certain policies are still considered of relevance:

- Policy DC15 – Advertisements, hoardings, and posters

The Manchester Core Strategy – Development Plan Document 2012-2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy DM1 – Development Management
- Policy SP1 – Spatial Principles

The National Planning Policy Framework (NPPF, 2021)

- Chapter 7 – Ensuring the Vitality of Town Centres
- Chapter 12 – Achieving Well-Designed Places

For reasons to be outlined below, it is considered that the proposal **ACCORDS/DOES NOT ACCORD** with the principles of these policy documents.

Issues

Principle – The principle of installing a BT street hub so as to provide opportunities for advertising as well as a range of services to the public (including free Wi-Fi, free phone calls, secure USB-port charging, useful real-time information, maps and wayfinding) is acceptable, however consideration must be given to the proposal’s impact upon existing levels of visual amenity, public safety and its accessibility.

Visual Amenity –

Public Safety –

Conclusion –

Human Rights Act 1998 considerations

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

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

Recommendation:

Article 35 Declaration

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

Appendix 1 – List of consultees & neighbours notified

Highway Services
Chorlton Voice
Chorlton Voice

2 Silverwood Avenue, Manchester, M21 8BN
Kentoms Garage, Silverwood Avenue, Manchester, M21 8BN
430A Barlow Moor Road, Manchester, M21 8AD
Flat 1, 432 Barlow Moor Road, Manchester, M21 8AD
430 Barlow Moor Road, Manchester, M21 8AD
577 Barlow Moor Road, Manchester, M21 8AE
Flat 2, 432 Barlow Moor Road, Manchester, M21 8AD
432 Barlow Moor Road, Manchester, M21 8AD
583 Barlow Moor Road, Manchester, M21 8AE
577A Barlow Moor Road, Manchester, M21 8AE

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: SOUTH AREA