

Planning

Growth & Development

Delegated officer report for planning application

Application no.	135473/AOH/2022
Date registered valid:	15 November 2022
Proposal:	Advertisement consent for the display of 2no. digital 75" LCD display screens
Address:	Pavement Outside 340 Palatine Road, Opposite The Junction With Brett Street, Manchester, M22 4HE
Ward(s):	Northenden 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:	Refuse
Date of recommendation:	10 January 2023

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 6 December 2022

Standard consultations: Printed: 29 November 2022 Expired: 20 December 2022

Neighbour notifications: Printed: 29 November 2022 Expired: 20 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.340 Palatine Road in the Northenden ward of Manchester. The site is located along a busy high street bordered with commercial shopping facilities, bars and restaurants, outside a 'B&M express' store.

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: 135472/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 base 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

The applicant's supporting information indicates that 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. The supporting information states that 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

135472/FO/2022 - Installation of 1no. new BT Street Hub, incorporating 75" LCD advert screens.

Consultations & Notification Responses

Local residents, as per appendix 1 – no comments or objections received.

Highways made the following comments:

- "Insufficient footway retained, it is not acceptable to reduce footway widths and increase street clutter when as a City we are promoting Active Travel via walking and cycling"
- "There are ongoing issues regarding security implications with the units providing a vantage point for antisocial behaviour"

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 does not accord with the principles of these policy documents.

Issues

Principle – The principle of installing two advertisement display screens in association with a new BT street hub so as to exhibit a variety of commercial advertisements as well as useful real-time information and local guidance is acceptable, however consideration must be given to the proposal’s impact upon existing levels of visual amenity and public safety.

Visual Amenity – The street hub would be located away from residential property, situated adjacent to Palatine Road (B5167), on the edge of the pavement outside No.340 Palatine Road. The unit will be made of galvanised mild steel, with a powder coated external grade aluminium exterior. Displays will be made of tempered and toughed laminated glass. There will also be RF transparent compartments. The dimensions of the unit will be 2.98m in height, 1.236m in width and 0.35m in depth, whilst the dimensions of the advertisement/advertisement screens will be 1.67m in height, 0.95m in width and 0.35m in depth. The maximum height of any individual letters and symbols will be 0.12m (120cm) with various colours of text and images against a black background. The advertisement will be internally illuminated, with static illuminance levels of 2500cd/m².

Whilst the overall design and appearance of this unit is considered to be acceptable, its cumulative effect on the visual amenity of this locale is not. This is due to the fact that this area already possesses a considerable amount of street furniture which includes but is not limited to: bike racks, signposts, bollards, lamp posts, benches, trees and bins; most of which are considered to be low-lying furniture. The introduction of the proposed unit would therefore arguably add high-rise visual clutter to an already visually congested area, to the detriment of the appearance of the area.



Figure 1. Photograph of the proposed site of development, depicting the pre-existing street furniture and visual clutter in the locale.

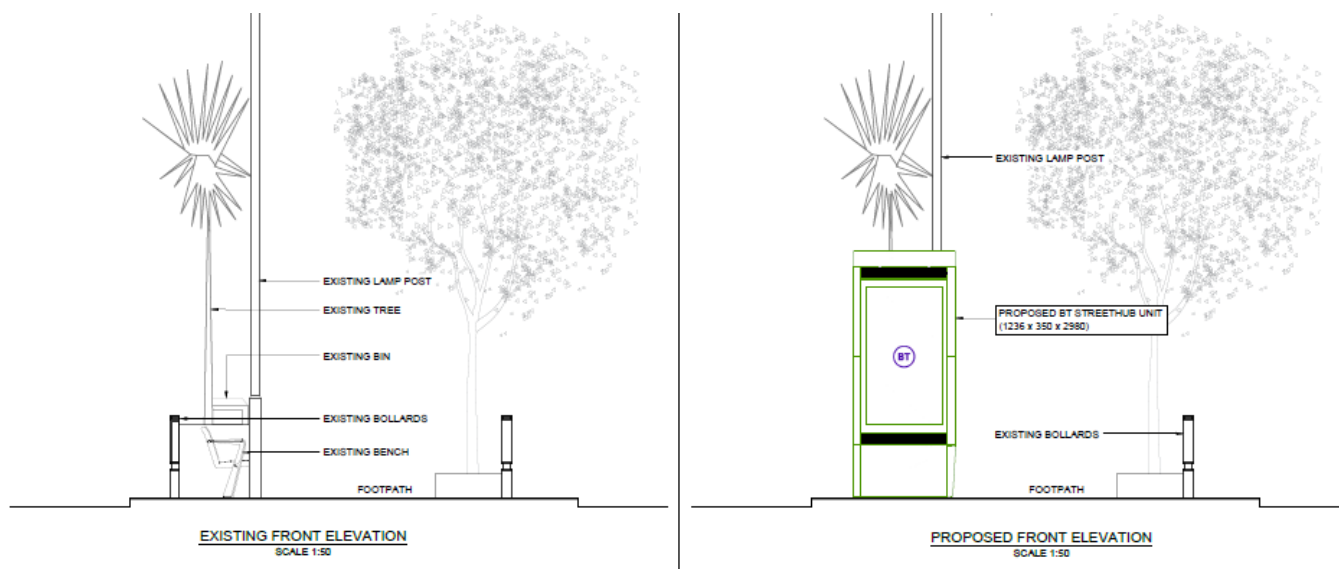


Figure 2. Excerpt from the ‘existing and proposed elevations’ of the proposal, submitted by applicant’s agent, illustrating the cumulative effect of the proposal in combination with the pre-existing street furniture at the site.

The proposal is therefore considered to be unacceptable as it would add a high-rise element to the existing visual clutter of the area and, in combination with the existing low-lying street furniture, its cumulative impact upon the visual amenity of the area is considered to be detrimental. The proposed development therefore conflicts with Core Strategy policies DM1 and SP1 as its impact upon visual amenity is considered to be unreasonable.

Public Safety – The agent has confirmed that the internally illuminated advert will have an illuminance level of 2500cd/m², dimming to 600cd/m² between dusk and dawn, and LED-backlit LCD screens with reduced glare. These specifications accord with the guidelines set out by the Institute of Lighting Professionals in the ‘Professional Lighting Guide 05: The Brightness of Illuminated Advertisements’ and is thus considered acceptable as the units should not cause an unreasonable amount of light pollution during hours of darkness and should also not pose a significant threat or distraction to road users.

Conclusion – For the reasons specified above, it is considered that the proposal is unacceptable due to its detrimental impact upon the visual amenity of the area. The applicant and agent were informed of the above concerns and were recommended to withdraw the proposal. Policy DM1 states that the City Council must give consideration to the ‘protection of amenity and local character, environmental standards and practical matters such as access and safety’, however, this proposal is considered to cause undue harm to the visual amenity of the area, thus acting against the principles set out in the aforementioned policies, hence the proposal cannot be supported by the City Council. The applicant was notified of the decision to refuse and has chosen to proceed with the original proposal for the purpose of an appeal.

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: Refuse

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

1) The proposed advertisement display and structure, by reason of its size, height, siting and digital display on the public footpath in a prominent position would create a visually discordant and obtrusive feature in the street scene along one of the City's main radial routes, which would create an appearance of advertisement clutter detrimental to the visual amenities of the area.

As such the proposal is contrary to policies SP1 and DM1 of the Manchester Core Strategy, saved Unitary Development Plan policies E3.3, DC15.1 and DC15.2, paragraph 132 of the National Planning Policy Framework and paragraph 2.42 of the Guide to Development in Manchester Supplementary Planning Document (2007).

Appendix 1 – List of consultees & neighbours notified

Highway Services

Flat 4, 2 Brett Street, Manchester, M22 4EX
Flat 3, 2 Brett Street, Manchester, M22 4EX
Flat 2, 2 Brett Street, Manchester, M22 4EX
Flat 1, 2 Brett Street, Manchester, M22 4EX
338A Palatine Road, Manchester, M22 4HF
GODFREY HOLLAND LIMITED, Ground Floor, 341 Palatine Road, Manchester, M22 4FY
341 Palatine Road, Manchester, M22 4FY
336 - 338 Palatine Road, Manchester, M22 4HE
343 Palatine Road, Manchester, M22 4FY
339 Palatine Road, Manchester, M22 4HH
337 Palatine Road, Manchester, M22 4HH
340 Palatine Road, Manchester, M22 4HE
342 Palatine Road, Manchester, M22 4HE
345 - 347 Palatine Road, Manchester, M22 4FY
340B Palatine Road, Manchester, M22 4HF
340A Palatine Road, Manchester, M22 4HF
336A Palatine Road, Manchester, M22 4HF
343A Palatine Road, Manchester, M22 4FY
346A Palatine Road, Manchester, M22 4HD
344B Palatine Road, Manchester, M22 4HD
344A Palatine Road, Manchester, M22 4HD
346 Palatine Road, Manchester, M22 4HD

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
Flood Zones Type 2 (low to medium risk) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: SOUTH AREA