

Officer Report

Case Reference: PL/2026/0058
Location: 1 Kingsway Rochdale
Proposal: One internally illuminated digital advertisement display unit
Recommendation: Approve with Conditions
Officer: Bob Melling

SITE DESCRIPTION AND CONTEXT

The application relates to an existing billboard affixed to the southwestern corner of no. 1 Kingsway, a vacant building that was formerly used as a bingo hall. The building fronts Kingsway and sits between New Barn Street and Count Street. Across Count Street to the east are residential properties and to the north of the site there is a light industrial unit. The Lower Place Liberal Club is located across New Barn Street to the west and on the opposite side of Kingsway to the south there is a mixture of commercial and residential units. The existing billboard is a paper and paste 48-sheet advertisement which wraps around the southwestern corner of the building, visible to eastbound traffic on Rochdale Bypass.

There is no record of planning consent for the existing advertising board, which has been in situ since at least August 2008. Therefore, the site benefits from deemed consent under Class 13 of Schedule 3 Part 1 of the Advertisement Regulations having been in situ for over ten years.

PROPOSAL

Advertisement consent is sought to replace the existing paper and paste 48-sheet advertising board (measuring 6 metres wide by 3 metres high) with an internally illuminated digital 48-sheet advertising board (D-Poster). However, while the current board wraps around the southwestern corner of the building, the proposed board would be positioned away from the corner and in an elevated position on the western side elevation of the building. The board would be approximately 6.1m above ground level and it would be illuminated to a maximum of 5000 candelas per square metre (cd/m²) in daytime and 300 cd/m² at night, although the brightness will vary during daylight hours based on ambient brightness.

RELEVANT PLANNING AND ENFORCEMENT HISTORY

N/A

RELEVANT PLANNING POLICIES

National

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Sub-Regional

Places for Everyone Joint Development Plan (PfE)

The Places for Everyone Joint Development Plan was adopted and became part of the statutory development plan for each of the 9 authorities covered by the plan on 21st March 2024. The following policies are relevant:

JP-P1 Sustainable Places

Local

Core Strategy (CS)

The Core Strategy was formally adopted by the Council on 19th October 2016 and partially replaces the 2006 Unitary Development Plan. The following policies are relevant:

SO1 Delivering a more prosperous economy

E3 Focusing on economic growth corridors and areas

SO2 Creating successful and healthy communities

C2 Focusing on regeneration areas and economic growth corridors / areas

SO3 Improving design, image and quality of place

P3 Improving design of new development

DM1 General development requirements

Unitary Development Plan (UDP)

G/D/1 Defined Urban Area

PUBLICITY

In line with the Council's Publicity Code for Applications, no direct publicity was undertaken and no representations have been received.

ASSESSMENT

In assessing applications for advertisement consent, paragraph 141 of the NPPF establishes that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Visual Amenity

It is well established that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. In accordance with CS Policy P3, advertisements should be compatible with the surrounding area while protecting the character and appearance of the host building and street scene.

The proposed digital display would replace an existing paper and paste hoarding of a similar size. Furthermore, there is an established presence of advertising hoardings in the area, including a paper and paste display approximately 65 metres southwest of the site. Considering the prevalence of large advertising hoardings, including at the application site, the impact on the street scene would be neutral, and a digital advertising hoarding would be in keeping with the area.

While the illumination of the proposed signage will have some additional impact on the street scene, particularly for eastbound traffic, planning conditions are recommended to control the luminance level and the interval between successive displays. On this basis, and given the existing long-standing hoarding at the site, the proposed signage is considered, on balance, to have an acceptable impact on the visual amenity of the street scene.

Based on the details submitted in association with this application, the proposed design of the replacement digital advertising hoarding is considered acceptable and in accordance with CS Policies P3 and DM1 and the guidance contained within the NPPF.

Public and Highways Safety

CS Policies P3 and T2 require all development proposals to adhere to principles relating to accessibility and highway safety.

The Highways Authority was consulted and raised no objections on the basis that the proposed sign would replace an existing sign.

For this reason, the proposal is deemed to be in accordance with CS Policies P3, T2 and DM1 and the guidance contained within the NPPF.

RECOMMENDATION; Grant subject to conditions

CONSULTATION RESPONSES

Highways

Advertising by its very nature designed to distract. Advertisements should be avoided at busy junctions where drivers should be concentrating on safely navigating junctions.

This proposal unfortunately replaces an existing advertisement and we cannot therefore sustain an objection to this proposal.

PROCEDURAL STATEMENT

Article 35 Declaration

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. No significant

problems have arisen during the consideration of this application, and the application has been determined in a timely manner, in accordance with the policies with the Development Plan.

Human Rights and Public Sector Equality Duty

The provisions of the Human Rights Act 1998 have been taken into account in the processing of the application and the preparation of this report. In particular, Article 6 (1), of the European Convention on Human Rights in relation civil rights and a fair hearing; Article 8 of the ECHR in relation to the right to respect for private and family life and Article 1 Protocol 1 of the ECHR in relation to the protection of property have all been taken into account.

In addition, the Equality Act 2010 provides protection from discrimination in respect of certain protected characteristics namely: age, disability, gender reassignment, pregnancy and maternity, race, religion, or beliefs and sex and sexual orientation. It places the Local Planning Authority under a legal duty to have due regard to the advancement of equality in the exercise of its powers including planning powers. Officers have taken this into account in the assessment of the application. In particular due regard has been afforded to the need to:

- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act;
- advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; and
- foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Officers are satisfied that the application material and Officers' assessment has taken into account these issues.

The application has been considered in accordance with the Rochdale Equity, Diversity and Inclusion policy – Embracing All Voices (2024-2026), which seeks to promote a culture of equity, diversity and inclusion that benefit the community as a whole.

Recommendation: Approve with Conditions

Condition(s) (9)

- 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.
- 2 No advertisement shall be sited or displayed so as to –
 - endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - obscure, or hinder the ready interpretation of, any traffic sign, railway sign or aid to navigation by water or air; or
 - hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

- 3 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.
- 4 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.
- 5 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.
- 6 The approval is for a period not exceeding five years from the date of this consent.
- 7 The maximum level of luminance of the advertisement sign hereby permitted shall not exceed the relevant thresholds contained within the Institute of Lighting Professionals guidance document 'Professional Lighting Guide 05 – the Brightness of Illuminated Advertisements' 2014, or any guidance updating or replacing it, and shall not exceed 5000 candelas per square metre between sunrise and sunset and 300 candelas per square metre between sunset and sunrise.
- 8 The advertisements displayed on the digital advertising unit hereby granted consent shall:
 - contain static and two-dimensional images only;
 - not include moving, or apparently moving, images, devices, wording or emblems;
 - not depict images that resemble road signs or traffic signs or traffic signals;
 - include no additional effects (including, but not limited to audio, odours, smoke, flashing, scrolling, intermittent or video elements);
 - not change more than once every 10 seconds;
 - not involve message sequencing for the same product; and
 - not include features or equipment which would allow interactive messages or advertisements to be displayed.
- 9 The display shall at all times maintain a safety feature that will turn the screen off (i.e. shows a black screen) in the event that the display experiences a malfunction or error.

This permission relates to the following plans and supporting documents:-

- 1
 - Planning application form

- Supporting letter dated 12th January 2026
- 24357/PA/01 Site Location Plan
- 24357/PA/02 Existing Site Plan
- 24357/PA/03 Proposed Site Plan
- 24357/PA/04 Existing and Proposed Elevations