

PLANNING STATEMENT

APPLICATION FOR EXPRESS CONSENT: TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

Dear Case Officer,

Manchester Road at Silk Street Rochdale OL11 3EN

PLANNING PORTAL REFERENCE PP-14763265

Please find attached, an application for express consent for:

The erection and display of a single freestanding 6 x 3 metre LED display unit

The application comprises the following documents and drawings:

- MRSS1 Site plan
- MRSS2 Location plan
- MRSS3 Specification drawings
- This Planning Statement

SITE DESCRIPTION

The application site is located near the corner of Manchester Road and to the south of Silk Street. It is an amenity strip which is mainly grassed, with shrubs at the rear and two immature ornamental trees.

The site is in a mixed use area with a strongly commercial feel, it is dominated by the highway's infrastructure, traffic, commercial, and institutional premises such as the large Tesco Superstore to the northeast, the drive-through dry cleaners behind the site to the south and the NHS Sudden Resource centre building to the southeast and the car parks associated with these premises to the northeast and southeast.

Proposed Display

The proposal seeks to build a modern LED display unit which will overlook the vehicular traffic approaching the site along Manchester Road heading towards the southwest and the traffic filtering left from Manchester Road onto Silk Street.

Illumination will be internal. The unit will sequentially display static poster images with no animation or special effects. The image will never change more frequently than on a ten second interval. The display surfaces will be of a standard 48 sheet, with a display surface which is 6 metres wide by 3 metres high. The most common standard format for roadside display.

Proposed View from Manchester Road at approximately 70 metres



Proposed View from Manchester Road slip road turning left onto Silk Street from approximately 30 metres



Grounds for Approval

Amenity

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations), the National Planning Policy Framework (the Framework) and Planning Practice Guidance (the Guidance) all make it clear that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

It is a very commercial location in a wider mixed area. The location can absorb the advertisement without detriment, and it will not dominate the streetscape.

The display will neither directly face nor radiate light into any of the local residential premises, but in the interests of their amenity, the screen will be turned off between the hours of 23.00 - 06.00.

There are various other similar displays in the area such as those on either side of St Mary's Gate. The other signs provide context, the proposal would not result in an over-proliferation of such displays. Rather, they would be sufficiently distant from each other to provide context without creating intrusive visual clutter.

Heritage

There are no known heritage assets nearby which could be adversely affected by the proposal. There are no conservation areas or any other sensitive features which might be adversely affected by the proposal.

Environmental Impact

The proposal will not impact any nature conservation sites, protected species or priority habitats.

The grassed area is regularly managed amenity grassland, not species-rich meadow, Local Wildlife Site, SBI or other designated habitat. There are no ponds, watercourses or obvious habitat features within the working footprint and immediate surrounds.

The two trees on the site are maturing planted street/landscape trees. The sign position and any cabling will avoid root protection areas and can be installed without tree removal or significant pruning.

The nearest tree (stem diameter c.150 mm at 1.5 m) has an indicative BS 5837 root protection radius of approximately 1.8 m; the proposed foundations are positioned between

approximately 2.5 m and 3 m from the trunk, well outside this distance, and will be installed using root-sensitive methods to avoid harm to the tree..

The grassed surface will be fully reinstated, so there is no material impact on tree health or local biodiversity.

Given the very small area of low-distinctiveness amenity grassland affected and the retention of both trees, the proposal has a negligible effect on habitat and is considered to fall within the de minimis range for biodiversity net gain.

Illumination

Manchester Road is a busy and well-lit roadway in a typical urban area.

The display will conform with the standards set out by the Institute of Lighting Professionals, in the 2023 publication of “PLG05 – The brightness of illuminated advertisements.” The guidance specifically considers the use of digital technology. It sets recommended maximum luminance levels per surface area which LPAs typically apply in such cases. This guidance recommends that advertisements in urbanised, well lit, areas ‘*should not exceed 300cd/m² at night*’.

During the daytime, the illumination will be adjusted by light sensors to make the image visible but not overly bright in the ambient light. In the interests of residential amenity, the screen will be switched off between 23:00 and 06:00

Safety

In urban areas, motorists see a lot of advertising and signage, as part of their daily driving experience. The proposed signs, showing a series of static poster designs, would be viewed along a straight approach, along Manchester Road, within the drivers eyeline and cone of vision. Traffic speeds are limited to 30 mph and the road system is modern and well laid out. The highways are well lit and provide good forward visibility on approach to the site.

The sign is positioned within a commercial setting where a range of other signage is also located, and where signage should be expected. Motorists taking due care and attention should be able to absorb the simple posters displayed, which will consist of familiar formats and advertisements seen elsewhere on other displays around the area.

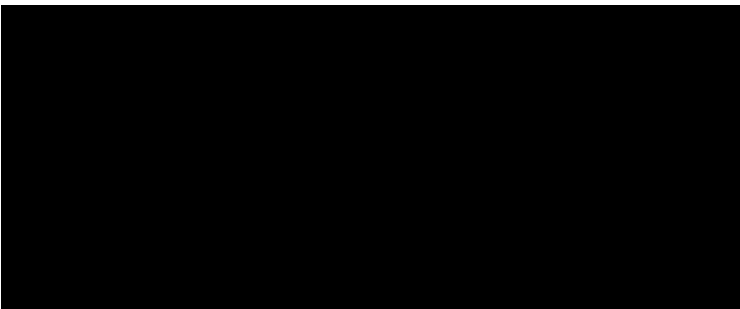
The content will consist of static images, with no moving or flashing elements, and each display will remain in place for at least 10 seconds, consistent with industry and government guidance for roadside digital advertising.

Summary and Conclusion

Having regard to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, it is considered that the proposal would not harm amenity or public safety, even taking cumulative impacts into account

Should you require any additional information or if you think that there is anything else that we can add to the application to improve it, then please do not hesitate to contact me as we are very open to constructive discussion.

Yours faithfully,



9th March 2026