

APPLICATION NUMBER: 24/00963/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.

24/00963/ADV

CASE OFFICER

Sam Yuen

DETERMINATION DATE 26.11.2024 EXT OF TIME

Address: Littleborough Service Station, Church Street, Littleborough, OL15 8JA

Proposal: Erection of 1no. freestanding internally illuminated digital advertisement display unit

PUBLICITY	Weekly list expired?	Y	Site notice expired?	N/A
	Neighbour letters expired?	N/A	Press Notice expired?	N/A

DELEGATION	Significant departure from local plan?	N	Contrary to national policy?	N
	Applicant a Council Member or officer?	N	Contrary to previous decision?	N
	Major with 10 or more objections and recommending approval?	N	Called in or Planning Panel objection?	N

COMMENTS	Planning Panel comments received?	N
	Neighbour comments received?	N

EIA	Screening opinion completed and saved to Onbase?	N
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CONDITIONS	Pre-commencement conditions proposed?	N
	Pre-commencement conditions agreed (or notification period expired)?	N/A

RECOMMENDATION

GRANT SUBJECT TO CONDITIONS

CHECKED AND SIGNED OFF BY: RK

DATE:26/11/2024

SITE

The application relates to Littleborough Service Station, located off Church Street/A58 to the west of Littleborough town centre. The site is set in an area of mixed residential, commercial and light industrial use and comprises a petrol filling station, car washing and maintenance facilities, a convenience store and an external ATM. The location of the proposed works is adjacent to the junction between Church Street and Charles Street, a minor residential street. Church Street/A58 is a classified road and the primary thoroughfare connecting Littleborough and Rochdale. The Littleborough Town Centre Conservation Area lies circa 36m to the north-east of the site.

PROPOSAL

Planning consent is sought for the installation of 1no. freestanding internally illuminated LCD advertisement display unit to be sited to the north-east corner of the site, adjoining the convenience store and external ATM. The unit is constructed from powder-coated galvanised steel in black and measures 1.23m in width, 2.45m in height and 0.34m in depth. The specification of the unit displays 6 static advertisements on both sides at a frequency of every 10 seconds.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)
National Planning Practice Guidance (NPPG)

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:

Policy JP-P1 Sustainable Places

Policy JP-P2 Heritage

Adopted Rochdale Core Strategy (CS):

P2	Protecting and Enhancing Character, Landscape and Heritage
P3	Improving Design of New Development
DM1	General Development Requirements
T2	Improving Accessibility

Unitary Development Plan (UDP):

G/D/1 Defined Urban Area

RELEVANT SITE HISTORY

05/A5403 - Internally Illuminated Double Sided Free Standing Advertising Display Unit – Refuse

02/A5150 - Externally Illuminated Gantry Sign - Grant

CONSULTATION RESPONSES

Highways and Engineering

Typically Highways would discourage the addition of any distraction adjacent to the highway. However this would appear to replace an existing temporary advertisement, albeit one without planning consent, and therefore this would not be deemed to be a new distraction.

The proposed board does not appear to obstruct the visibility splay and therefore Highways have no objection but must request advertisements are limited to a cycling frequency of no more than once every 15 seconds.

Conservation and Design

The proposal would be adjacent to an existing petrol station and would be seen in the immediate context of late 20th century buildings. Given this and the distance from the Littleborough Town Centre Conservation area, it is considered that the proposal would not harm the significance of this asset.

REPRESENTATIONS

In accordance with the Council's adopted code of practice for advertisement applications, no direct publicity was issued.

ANALYSIS

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.

It is well established that poorly placed advertisements can have a negative impact on the appearance of the built environment. As such, with all applications for advertisements an assessment should be made as to the impacts on visual amenity and to accord with Policy JP-P1 of the adopted Places for Everyone and Policy P3 of the adopted Core Strategy; signs should be compatible with the surrounding area and protect the character and appearance of the host building and street scene. In addition, Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety.

The proposal seeks to construct a freestanding internally illuminated LDC display unit within the foreground of the service station. The unit would be sited adjacent to

the retail unit and the external ATM, where as an existing advertisement display stands. It is noted however, this structure does not benefit from planning consent. Notwithstanding, the proposed display unit would be sited in a prominent location by a classified road and would be readily visible by pedestrians and to a lesser extent, immediate passing road users. It would also be readily identifiable alongside other extant signage within the premise, namely the petrol station totem sign, fascia signs denoting the existing businesses and external billboards to the convenience store. By virtue of its scale and design, it is considered the proposed display unit would form a minor addition to the established commercial uses and would not amount to a proliferation of advertisements owing to its siting away from the primary signage. The use of powder-coated galvanised steel would also constitute satisfactory use of material in this context. Specifications of the advertisement displays can be controlled via conditions in the interest of visual amenity.

The proposed sign does not directly face any habitable room windows and is sited in excess of 14m from the directly facing curtilage of no. 121 Church Street. Given the existing commercial context, the illumination from the proposed display is not considered to result in significant impact to residential amenity. Notwithstanding, a condition requiring luminance levels to comply with guidance of the Institute of Lighting Professionals has been recommended as to not cause undue harm to residential amenity.

The proposed display unit would also be sited within the vicinity of the Littleborough Town Centre Conservation Area. Whilst the signage may be viewed upon approach into the conservation area eastbound from Church Street, the unit would nonetheless be more readily understood to form part of the late 20th century buildings and mixed-use commercial character of the immediate street scene. It is also noted the Council's Conservation Officer has raised no objection to the proposed works. Given this context and having regard to Section 72 of the Planning (Listed Buildings & Conservation Areas) Act 1990, Policy P2 of the adopted Core Strategy and the NPPF, the proposal would have a neutral impact on the significance of the conservation area.

With regard to public safety, the proposed display unit would be sited at the junction between Church Street and Charles Street, and would be visible to vehicular users entering in and out of this junction. Whilst it is acknowledged the unit would result in additional clutter to the pavement on top of the adjacent electrical box, considering its siting 2.14m and 4.88m away from the respective highways, it is considered the unit would not obstruct views of the highway, and sufficient visible splay would be retained at this junction. As such, the proposed works would not amount to undue harm to public and highway safety.

In the interest of visual amenity and public safety, the proposed signage is therefore acceptable in accordance with Policies P3 and DM1 of the Core Strategy, Policy JP-P1 of the PfE and the NPPF.

RECOMMENDATION: GRANT SUBJECT TO CONDITIONS

Standard conditions, plus the following:

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' 2023, or any guidance updating or replacing it, and shall not exceed 3000 candelas per square metre between sunrise and sunset and 300 candelas per square metre between sunset and sunrise.

Reason: In the interest of the amenities of the occupiers of nearby premises and public safety, in accordance with Policies P3, T2 and DM1 of the adopted Rochdale Core Strategy, Policy JP-P1 of the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

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.

Reason: In the interest of the amenities of the occupiers of nearby premises and public safety, in accordance with Policies P3, T2 and DM1 of the adopted Rochdale Core Strategy, Policy JP-P1 of the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

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.

Reason: In the interest of the amenities of the occupiers of nearby premises and public safety, in accordance with Policies P3, T2 and DM1 of the adopted Rochdale Core Strategy, Policy JP-P1 of the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

INFORMATIVES:

For the avoidance of doubt, this consents relates to the following plans:

- Location Plan – Drawing No. 23939/PA/01 received 01/10/2024
- Existing Site Plan – Drawing No. 23939/PA/02 received 01/10/2024
- Proposed Site Plan – Drawing No. 23939/PA/03 received 01/10/2024
- Proposed Site Plan – Drawing No. 23939/PA/04 received 01/10/2024

- Existing and Proposed Elevations – Drawing No. 23939/PA/05 received 01/10/2024
- Proposed Specification – Drawing No. 23939/PA/06 received 01/10/2024
- Existing and Proposed CGI – Drawing No. 23939/PA/07 received 01/10/2024
- Existing and Proposed CGI – Drawing No. 23939/PA/08 received 01/10/2024

Report Author Sam Yuen