

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.

24/00423/ADV

CASE OFFICER

Michael Atkinson-Smith

DETERMINATION DATE 18.07.2024 **EXT OF TIME**

Address: Pavement O/S 24 Middleton Gardens Middleton M24 4DF

Proposal: Integrated advertisement display within Communication Hub unit comprising of an LCD portrait screen presenting static illuminated content

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

DELEGATION	Significant departure from local plan?	N/A	Contrary to national policy?	N/A
	Applicant a Council Member or officer?	NO	Contrary to previous decision?	NO
	Major with 10 or more objections and recommending approval?	N/A	Called in or Planning Panel objection?	N/A

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

EIA	Screening opinion completed and saved to Onbase?	N/A
-----	--	-----

CONDITIONS	Pre-commencement conditions proposed?	N/A
	Pre-commencement conditions agreed (or notification period expired)?	N/A

RECOMMENDATION	GRANT STC
----------------	-----------

CHECKED AND SIGNED OFF BY: RG

DATE: 18 July 2024

SITE

The application lies on the north side of Middleton gardens within the public realm immediately to the front of Nos. 24 - 26 Middleton Gardens, which are currently occupied by Betfred and Halifax Bank respectively. The immediate setting is characterised by contemporary commercial buildings. Middleton Gardens were redesigned in the 2010s with new paving laid and public art installations laid out in the wider area as part of these works.

PROPOSAL

Advertisement consent is sought for the installation of a 'communication hub' branded as the 'Digital 86" Smart City Unit'. The proposed unit would stand at 2.6m in height and 1.3m wide, occupying a site area of approximately 0.5m² and would include 13.5mm thick anti-vandal toughened safety laminated glass on all glazed surfaces.

The supporting information states that one side of the unit would include a 32" touch screen, hands free phone functionality alongside a traditional telephone handset, induction and USB charger and defibrillator. The opposite side of the unit would include an 86" LCD screen, commonly referred to as a six sheet display, designed to show commercial and community information in a series of static images.

The hub unit would be installed so that the advertising screen faces east, with the communications equipment and defibrillator facing west.

This application sits along an associated application for full planning permission ref. 24/00422/FUL which is to be determined concurrently with this application.

RELEVANT PLANNING POLICY & LEGISLATION

Legislation

Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended)

National Guidance

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

Sub-Regional Policy

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 to the determination of this application:

Places for People

JP-P1: Sustainable Places

Connected Places

JP-C1: An Integrated Network

JP-C2: Digital Connectivity

Adopted Rochdale Core Strategy (CS):

SO1	To delivery a more prosperous economy
E1	Establishing thriving town, district and local centres
SO3	To improve design, image and quality of place
P1	Improving Image
P2	Protecting and enhancing character, landscape and heritage
P3	Improving design of new development
SO5	Improving accessibility and delivering sustainable transport
T2	Improving accessibility
DM1	General development requirements

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
G/S/1	Hierarchy and Role of Centres
S/3	Primary Shopping Areas
BE/17	Development affecting conservation areas

RELEVANT SITE HISTORY

CONSULTATION RESPONSES

Conservation Officer - The application site lies on the northern side of Middleton Gardens, adjacent to a number of modern retail units. It lies within the Middleton Town Centre Conservation Area. Middleton Gardens were redesigned in the 2010s with new paving laid as part of these works. The area is relatively free of street clutter. Given this and the context of modern buildings adjacent to the site, it is considered that the proposal would not result in any material harm to the character and appearance of the Conservation Area.

Greater Manchester Police – Design for Security - No comments received to date

Highways & Engineering – Objection the basis of the public highway being used for advertisements.

Public Protection (Noise/Odours) - This section has no objections to the proposals

Transport for Greater Manchester –

- It is observed that all locations are within pedestrianised areas of public realm.
- All locations are set back a sufficient distance from the highway.
- The positioning of the apparatus does not impair pedestrian movements or sightline visibility at any of the locations.
- Any works in the adopted footway will need to be carried out in accordance with the Local Authority.
- Service vehicles associated with the installation and maintenance of the apparatus will need to park appropriately and safely.

Urban Design Officer - No standalone comments are required as the Urban Design Officer is acting as Planning Officer in respect of this application.

REPRESENTATIONS

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

ANALYSIS

This section should be read alongside the analysis section of the Officer's report for the corresponding application for full planning permission ref. 24/00422/FUL.

All advertisements must comply statutory provisions, including the Listed Building Regulations which for the purposes of this application includes the Planning (Listed Buildings and Conservation Areas Act (1990).

Paragraph 141 of the NPPF states that quality and character of places can suffer when advertisements are poorly sited and designed, whilst also noting that advertisements should be subject to control for planning purposes 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 and natural 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 P3 of the Core Strategy, signs should be compatible with the surrounding area and protect the character and appearance of the host building and street scene.

The application site lies on the northern side of Middleton Gardens, adjacent to a number of modern retail units. Middleton Gardens were redesigned in the 2010s with new paving laid as part of these works and the area is relatively free of street clutter. Given this and the context of modern buildings adjacent to the site, the Conservation Officer notes that the proposal would not result in any material harm to the character and appearance of the Conservation Area.

The proposed communications hub would sit in a clearly defined line with the established BT communications hub granted planning permission under application ref. 22/00449/FUL, which includes advertisements consented under application ref 22/00470/ADV. The proposed site of the hub is considered to be sufficiently spaced from the existing digital display screen unit and would not appear incongruous with the modern development of Middleton Gardens.

The screen would have a static display, and would not exceed illuminance levels of 2500cd/m², which would be considered acceptable. While the site is a busy high street, there is potential for first floor residential properties above commercial ground floor units. Therefore restrictions on the illuminance of the digital display screen shall be set to a maximum brightness of 300cd/m² from dusk to dawn and to a maximum brightness of 2,500cd/m² at all other times, to omit any potential residential disturbance and to protect the visual amenities of the area. A condition is recommended in this regard.

It is noted the proposals would cause less than substantial harm to the Middleton Town Centre Area. On balance, however, it is considered that the public benefits of the scheme would outweigh this visual harm. In addition, the proposal is not considered to cause any issues with regards to public or highway safety including by way of illumination.

The application therefore accords with adopted Places for Everyone joint development plan policies JP-P1, JP-C1, JP-C2 and the National Planning Policy Framework.

RECOMMENDATION

GRANT ADVERTISEMENT CONSENT subject to the following conditions:

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 intensity of the illuminance of the digital sign shall be set to a maximum brightness of 300Cd/m² from dusk until dawn and to a maximum brightness of 2,500Cd/m² at all other times. Furthermore,:
 - Any change in advertisement display shall be instantaneous ;
 - The displays shall not display any moving, or apparently moving, images; and
 - The advertisements displayed on each panel shall not change more frequently than once every 10 seconds.

Reason: In the interest of the amenities of the occupiers of nearby premises in accordance with policy JP-P1 of the adopted Places for Everyone joint development plan, policies P3 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Notes for Applicant:

INFORMATIVE:

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

- Hub Detail – New Sites
- Site Plan and Images
- Power of the Public Screen
- Hub Unit Appendix D
- Unit Management Plan
- Community Channel – Examples of Campaigns
- NHS England / OHCA Charities Advisory Committee / Letter of Community Heartbeat Trust Charity Letter of Support
- Defibrillator Product Specification