

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
23/00484/ADV	Claire Ringwood	8 th August 2023

Address: Land Adjacent Williams BMW, Gorrels Way, Rochdale, OL11 2PX

Proposal: Replacement of two freestanding advertising hoardings with 1 internally illuminated digital LED advertising display

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

RECOMMENDATION	Grant Subject to Conditions
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CHECKED AND SIGNED OFF BY: RG

DATE: 11 August 2023

SITE

The application site is land to the west of Williams BMW at the end of the A627(M) close to the junction with Edinburgh Way which forms part of the Strategic Road Network. The proposed site is set back from the road and located on a raised grassed bank.

The site is within the Defined Urban Area as identified in Policy G/D/1 of the UDP. The Rochdale Canal SSSI is located approximately 50m away on the opposite side of the A627(M).

PROPOSAL

The application is for the removal of 2 x 96 sheet size poster panels and the replacement with one freestanding digital panel. The existing poster panels each measure 12m x 3m with a height of 4.35m and comprise of timber treated fencing to the base with a timber plywood structure where the paper adverts are attached.

The proposed freestanding digital panel measures 12m x 3m and would be 0.5m in depth. The panel would be raised up by 1.25m on timber treated slats. The panel itself would measure 3.1m in height (measuring an overall height of 4.35m). The proposed panel would comprise of a folded marine grade steel surround and support cladding powder coated in RAL 7001 grey with a digital LED matrix sign panel.

The digital panel will be internally illuminated with a level of luminance of 300cd/m².

The submitted Supporting Statement advises only static images or poster stills (no moving displays or animated displays) will be displayed.

PLAND AND DOCUMENTS SUBMITTED

Drawing No: ROCH-D96-001 – Existing and Proposed Location Plan
Drawing No: ROCH-D96-002 – Existing and Proposed Block Plan
Drawing No: ROCH-D96-003 – Existing and Proposed Road View South Bound A627(M)
Supporting Statement
Photograph of site
Received 10th May 2023

Drawing No: ROCH-D96-004A – Proposed Sign Detail to Match Existing
Drawing No: ROCH-D96-005 – Existing Sign Details
Received 10th June 2023

RELEVANT PLANNING POLICY

National Guidance

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

Adopted Rochdale Core Strategy (CS):

SO3 Improving design, image and quality of place
P2 Protecting and enhancing the 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

08/A5706 - Erection Of 4 X Non-Illuminated 96 Sheet Advertisement Hoardings. Refused 27/10/2008 and allowed at appeal 28/01/2009.

CONSULTATION RESPONSES

National Highways

Referring to the consultation on a planning application dated 06/06/2023 referenced above, in the vicinity of the A627(M) that forms part of the Strategic Road Network, notice is hereby given that National Highways' formal recommendation is that we: a) offer no objection.

Highways

Highways do have some concerns regarding the positioning of the illuminated signage and the effect that the changing illumination the signage may have on the busy signalised junction of the A627M and Edinburgh Way. We do however note from your consultations that Highways England did not raise any objection to this application.

Although the site has an established advertisement hoarding on this land we would prefer that the signage does not display any moving images, animation, flashing, scrolling or video and no visual effects including fading, swiping or animation shall accompany the transition between any successive advertisements, images or messages.

We would also ask that the advertisements, images or messages displayed on the digital panel shall not change more than once every 10 seconds.

We are aware that our concerns may not sustain an objection because of recent decisions by the Planning Inspectorate, and if the Council is minded to approve we would ask that the requested conditions are applied.

TfGM

Colleagues within TfGM have reviewed the submitted signage proposals. It is noted that the position of the digital sign is located on land to the west of Williams Rochdale BMW garage at the end of the A627(M).

Site observations have confirmed that the position of the sign is close to traffic signals, however, the positioning of the sign does not impact on the signals. Additionally, the sign is offset so that it is not within the direct eye line of drivers.

However, TfGM would refer to the Local Highway Authority (LHA) to determine the suitability of the location in this regard, given there is no impact upon any traffic signals.

The following recommendations should also be noted:

- ☐ The LED screens should not feature any moving images.

- ☐ The images should not change too frequently, (no greater than once every 10 seconds).
- ☐ The luminance levels should be in accordance with recommendations contained within the Institute of Lighting Professionals Lighting Guide – Technical Report Number 5.

Environmental Health (Noise)

No comments at the time of writing.

REPRESENTATIONS

In accordance with the Council's procedure for advertisement applications, no direct publicity was issued.

ANALYSIS

Siting and Design

In assessing applications for advertisement consent, paragraph 136 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 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. In addition, Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety.

The application site occupies a prominent position on a raised grassed bank adjacent to the A627(M) however, the nature of the area is predominantly commercial in nature with the motorway passing through it. The proposed digital panel will replace two existing poster panels in a similar location albeit, these are not illuminated.

Taking the above into consideration the proposed digital panel is not considered to detract from the character of the area and subject to a condition in respect of luminance, the proposed digital panel would be acceptable and in accordance with Policies DM1 and P3 of the adopted Core Strategy and the National Planning Policy Framework.

Highways Safety

The proposed digital panel would be located on a raised grassed verge set back from the end of the A627(M) which is a heavily trafficked major road. Whilst it is accepted that the purpose of an advertisement is to attract attention, it is important to consider whether such adverts would have the potential to have an adverse impact on road safety.

Due to the Motorway location, National Highways, TfGM and the Council's Highways section have been consulted. National Highways raised no objection. The Council's Highways officer raised concerns regarding the positioning of the illuminated digital panel on the busy signalised junction although TfGM advised that although the

position of the sign is close to traffic signals, the positioning of the sign does not impact on the signals and additionally, the sign is offset so that it is not within the direct eye line of drivers.

The Council's Highways officer and TfGM recommended a number of conditions which would mitigate the concerns raised and ensure highway safety. These conditions would ensure that the proposed digital panel does not display any moving images, animation, flashing, scrolling or video and no visual effects including fading, swiping or animation shall accompany the transition between any successive advertisements, images or messages; images or messages displayed on the digital panel shall not change more than once every 10 seconds; and the level of luminance. The application form states the level of luminance with be 300cd/m².

Subject to the appropriate conditions, the proposal is therefore in accordance with Policy P3, T2 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

RECOMMENDATION

GRANT

Standard five conditions, plus:

6. The digital advertising unit hereby permitted shall not be installed until the existing advertising hoardings have been completely removed from the site.

Reason: In order to safeguard the amenities of the area of and neighbouring residents and to safeguard the interests of road safety in accordance with policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

7. The maximum level of luminance of the digital panel hereby permitted shall not exceed 300 cd/m².

Reason: In order to safeguard the interests of road safety in accordance with policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

8. There shall be no special effects (including but not limited to noise, smell, smoke, moving images, animation, flashing, scrolling, video and no visual effects including fading or swiping, three dimensional or intermittent) and shall not depict any images that resemble road signs or traffic signals of any kind, during the time that any message is displayed.

Reason: In order to safeguard the amenities of the area of and neighbouring residents and to safeguard the interests of road safety in accordance with policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

9. The advertisements displayed on the screen shall contain static and two dimensional images only with no moving or apparently moving images, devices, wording or emblems; and shall not depict any images that resemble road signs or traffic signals. In addition the displays shall not change more than once every 10 seconds, the use of message sequencing for the same product is prohibited and the advertisements shall not include features or equipment which would allow interactive messages or advertisements to be displayed.

Reason: In order to safeguard the interests of road safety in accordance with policies T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

10. The interval between successive displays shall be instantaneous (0.1 seconds or less), the complete screen shall change and there shall be no visual effects (including fading, swiping or other animated transactions) between successive displays and the display will include a mechanism to freeze the image in the event of a malfunction.

Reason: In order to safeguard the interests of road safety in accordance with policies T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

11. 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 order to safeguard the interests of road safety in accordance with policies T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

INFORMATIVE:

For the avoidance of doubt this consent relates to the following plans:

Drawing No: ROCH-D96-001 – Existing and Proposed Location Plan

Drawing No: ROCH-D96-002 – Existing and Proposed Block Plan

Received 10th May 2023

Drawing No: ROCH-D96-004A – Proposed Sign Detail to Match Existing

Received 10th June 2023