

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
24/00823/ADV	Bob Melling	1 st October 2024

Address: 437 Oldham Road, Middleton, M24 2DH

Proposal: Replacement of advertising display with an internally illuminated digital advertising screen.

PUBLICITY	Weekly list expired?	N/A	Site notice expired?	N/A
	Neighbour letters expired?	Y	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/A
	Neighbour comments received?	N

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 SUBJECT TO CONDITIONS
----------------	-----------------------------

CHECKED AND SIGNED OFF BY: RC

DATE: 15/10/24

SITE

The application relates to an existing billboard affixed to the eastern side elevation of no. 437 Oldham Road, a mixed use, two-storey building comprising a sandwich shop and dwellinghouse located in Middleton. The site is at the corner of Oldham Road (A669) and Whitby Street, a small cul-de-sac. Oldham Road is an economic growth corridor and busy thoroughfare connecting Middleton and Oldham. The existing billboard is a paper and paste 48-sheet advertisement which faces east onto Oldham Road, visible to westbound traffic. The existing advertisement directly faces no. 439 Oldham Road, a mixed use, two-storey building comprising a hot food takeaway and dwellinghouse. There is a treeline partially between the application site and no. 439 Oldham Road. Across Oldham Road to the south is a row of terraced dwellings (nos. 406-382 Oldham Road) and to the north there is an industrial estate. There are further rows of terraced dwellings along Oldham Road to the south/east and there is a small supermarket some 50 metres away.

There is no record of planning consent for the existing advertising board, which has been in situ since at least October 2008 (Figure 1). 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.



Figure 1 - Google Street View (October 2008)

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). The height of the sign above ground level would be approximately 3.47 metres. The proposed D-Poster will be of the same scale, position and orientation as the existing advertising board. The advertisement would be illuminated to a maximum of 5000 candelas per square metre in daytime and 300 cd/m² at night, although brightness will vary during daylight hours based on ambient brightness.

RELEVANT PLANNING POLICY

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

RELEVANT SITE HISTORY

N/A

CONSULTATION RESPONSES

Highways

26.09.2024 *The proposed advertisement replaces an existing advertisement of similar size.*

Any advertisement should include no animation and adverts should cycle no more frequently than once every 15 seconds. Subject of this agreement we would have no objections to this proposal.

01.10.2024 *We would however say this one is not wholly visible for a long time so the 10 second cycle is probably acceptable and only likely to distract the driver once during their journey.*

Environmental Health

We are of the view that Environmental Zone 3 of the Institute of Lighting guidance should be used, rather than 4 as suggested in the standard conditions provided, to ensure the light disturbance to the properties on the other side of the road is kept to a minimum and to better reflect the makeup of the area.

Provided the other standard conditions are attached these are our only concerns.

REPRESENTATIONS

Letters of notification were sent to surrounding properties. No representations were received in response to the proposed development.

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.

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 along Oldham Road, including a paper and paste display approximately 320 metres west of the site and a freestanding hoarding approximately 480 metres east of the site. Considering the prevalence of large advertising hoardings, including at the existing 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 westbound 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.

The hoarding currently on site was formerly illuminated during hours of darkness by trough lighting, although this has since been removed and the hoarding is not currently illuminated. While the proposed signage would result in the emission of light, particularly in dark conditions, it is important to note that the nearby residential dwellings would not directly face the proposed advertisement. Moreover, the Council's Environmental Health department has been consulted on the proposals and has raised no objections subject to the use of appropriate conditions to limit the level of light disturbance to nearby properties.

The closest residential dwelling to the application site is no. 439 Oldham Road and the proposed advert would measure approximately 18.4 metres to the first floor windows of the facing dwelling, which comprises a hot food takeaway at ground floor level. It would measure approximately 20 metres to the frontages of dwellings across Oldham Road to the south. Importantly, however, the orientation of the advert means that it would not directly face any windows of nearby dwellings. On the basis that views of the advert from nearby residential windows would be oblique and that there are sufficient separation distances, it is not considered that the proposal would unduly harm the residential amenity of nearby dwellings.

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 proposed digital display would face westbound traffic on Oldham Road, which is a single-carriageway road restricted to 30mph. The section of Oldham Road stretching from Mills Hill to the application site is relatively long and straight, which allows drivers to first view the proposed display from some distance without abruptly looking away or turning their head. This means that drivers can assimilate to the advertisement as they approach or whilst stationary without causing any potential undue distraction or confusion.

The information submitted as part of this proposal indicates that the applicant's intention is to provide advertisements that would change frequently but no more than once every ten seconds. It is accepted that the ability to change the static image at 10 second intervals would draw greater attention of passing drivers, cyclists and pedestrians. However, there is no evidence that indicates that any such additional attention would be significantly greater than that associated with the display changing less frequently, or indeed the existing static hoarding at this particular site, nor that it would cause substantially more confusion leading to adverse highway safety conditions.

The Highways Authority were consulted on the proposals and raised no objections.

For the reasons set out above, the proposal is therefore in accordance with CS Policies P3, T2 and DM1 and the guidance contained within the NPPF.

RECOMMENDATION

Grant (subject to conditions)

Standard 6 conditions, plus:

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 3000 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.

Notes for Applicant:

INFORMATIVE:

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

- Site Location Plan. Issued 06/08/2024
- Existing Site Plan. Issued 06/08/2024
- Proposed Site Plan. Issued 06/08/2024
- Existing and Proposed Elevations. Issued 06/08/2024
- Appendix 5: Proposal Factsheet

Report Author Bob Melling