

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.

25/00094/ADV

CASE OFFICER

Rosalind Gralton

DETERMINATION DATE 28.03.2025 **EXT OF TIME**

Address: Bus Stop To The Front Of Westfield Polish Club Manchester Road
Rochdale OL11 4LX

Proposal: Erection of internally illuminated double-sided paper advertisement unit

PUBLICITY	Weekly list expired?	Y	Site notice expired?	NA
	Neighbour letters expired?	NA	Press Notice expired?	NA

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?	NA
	Neighbour comments received?	N

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

RECOMMENDATION

APPROVE SUBJECT TO CONDITIONS

CHECKED AND SIGNED OFF BY: TH

DATE: 28.03.2025

SITE

The site is located on land fronting the Westfield Polish Club, just south of the Highfield Hospital on Manchester Road (A58), Rochdale. The area of land is tarmacked footway with railings adjacent to the highway. This is a predominately

residential area located within the Defined Urban Area. The highway is a busy, highly trafficked road with two running lanes.

PROPOSAL

The application seeks advertisement consent for the installation of a double-sided paper advertisement unit to be installed within a new bus shelter to be erected outside to the Westfield Polish Catholic Centre on Manchester Road. The application indicates this bus shelter will replace an existing one further along Manchester Road opposite nos 203-205. It is assumed that the new bus shelter will be undertaken under permitted development rights, but this is outside the scope of the current application. It is noted the application was originally submitted to include the replacement bus shelter. As the application is for advertisement consent, the relocation of the bus stop is not included in this assessment and an amended description has been agreed with the agent to refer to the advertisement only.

The materials for the unit will be steel and aluminium toughened glass. Colours used will be RAL6004 and RAL9005. The height of the advert will be 1.853m and 1.5m in width. The advert will be 0.2m off the ground.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – December 2024

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

P3	Improving design of new development
T2	Improving Accessibility
DM1	General development requirements.

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
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RELEVANT SITE HISTORY

None relevant

CONSULTATION RESPONSES

Highways And Engineering
No objections

REPRESENTATIONS

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

ANALYSIS

Amenity

The quality and character of places can suffer when advertisements are poorly sited and designed. 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 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.

In assessing applications for advertisement consent, paragraph 136 of the NPPF establishes the quality and character of places can suffer when advertisements are poorly sited and designed and that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

In the proposed location for the proposed advert will be visually prominent, as it is adjacent to the road, however this is considered no worse than the existing location, and is to be expected given that the advertisement is within a bus shelter. On balance it is considered an acceptable addition to the site and is not considered to have a negative effect on the amenity of the surrounding area. The visual appearance of the signage is compatible with the character of the surrounding location.

This view is further compounded by the fact that the proposal is a result of the relocation of the existing bus stop and associated advertisement which is considered to have an acceptable impact on the area, and the advertisement's minor relocation is unlikely to result in a significant impact on the surrounding area.

Public Safety

Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety. 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.

The highways department raised no objections, it is therefore considered that the proposed signage is acceptable in terms of public safety and in accordance with policy DM1 and the NPPF.

RECOMMENDATION

Grant Subject to Conditions

Standard five conditions and the following:

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. This approval gives consent for 5 years from the date of this permission.

Notes for Applicant:

INFORMATIVE:

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

Existing and Revised Location Plan – Dwg No T8112/0100/012 dated 15/01/2025
Location, Existing, and Proposed Site Plans and Photos
Elevations

Report Author Rosalind Gralton