DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
22/00515/ADV	Ryan Grant	05 August 2022

Address: Land At South Heywood, Rochdale

Proposal: 4 non-illuminated advertisement hoardings - 2 single boards signs and 2 v-board signs

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/A

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: DR **DATE: 12/10/22**

SITE

The application is related to the South Heywood Junction 19 masterplan area as approved under 16/01399/HYBR spanning from the M62 J19 at the eastern edge to Pilsworth Road at the western boundary.

The locations of the four signs proposed all lie within the approved masterplan area. Three of these directly border the commercial area approved under the masterplan, one located adjacent Pilsworth Road, one located adjacent the upgraded Hareshill link road, and one at the junction of these. The final sign is situated towards the slip road of J19 towards the new link road.

PROPOSAL

The application seeks advertisement consent for the four non-illuminated along key areas of the new highways created under the masterplan. The banners are as follows:

1) Board 1 - Jct 19 M62 - 9144mm x 3048mm raised 1.129mm from ground level.
2) Board 2 - Hareshill Entrance 9144mm x 3048mm V-board raised 1.129mm from ground level
3) Board 3 - Pilsworth Lane/Hareshill Junction 9144mm x 3048mm raised 1.129mm from ground level.
4) Board 4 - Pilsworth Road 9144mm x 3048mm V-board raised 1.129mm from ground level

All boards display the same general information relating to the marketing of the commercial plots available within the commercial area of the masterplan with the exception of Board 1 which has had the information simplified in response to National Highways requirements as explored further in this report.

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 character, landscape and heritage
P3	Improving Design of New Development
DM1	General Development Requirements
G4	Protecting Green Belt land

RELEVANT SITE HISTORY

16/01399/HYBR
Part full/part outline planning application for the development of land at South Heywood, including the demolition of a number of existing on-site buildings and structures. Full consent sought for the construction of a new link road between Junction 19 of the M62 and Pilsworth Road, the widening of part of Pilsworth Road, together with associated junction improvements, landscaping, lighting and other works including the importation of material and engineering works in order to construct the link road. Outline consent (with all matters reserved for future approval except access) sought for a major mixed- use development comprising supporting residential uses comprising up to 1000 dwellings (Class C3); employment uses

(Classes B2/B8) comprising up to 135,460m2 Gross Internal Area(GIA); a new primary school (Class D1); Class A1/A2/A3/A5 uses comprising up to 2500m2 GIA which includes no more than 499m2 of A1 uses; together with associated landscaping, open space and sports pitches, drainage, ecological enhancements, cycleway and footpath linkages, infrastructure and other works ancillary thereto. (Application accompanied by an Environmental Statement)
Decision - Granted

CONSULTATION RESPONSES

Highways And Engineering
The only concern from Highways is the position of Sign 1 and its position on the busy roundabout of the slip road of the M62.

Our concerns relate to driver distraction which has the potential to increase vehicle collision at this very busy junction., creating road safety issues.

We have looked at accident data for this location and taking into account the number of vehicles using this junction accidents are relatively low.

Therefore taking into account that the signage is temporary and the current accident data is low we are minded to accept this particular location for a sign. We would however consider any comments from National Highways because of the signs location adjacent to the motorway slip road to be relevant.

National Highways
The proposed siting of one of the advertisement hoardings at M62 J19 places it at a location where drivers need to pay attention to navigating the junction. As such, we have previously responded to recommend the removal of certain aspects of the advertisement to reduce clutter and ensure that the information is presented in such a way as to minimise the risk of distraction. The applicant has responded with an alternative design, and we are now content with the proposal.

Consequently, National Highways formally recommends that any grant of planning approval for advertising must be subject a condition detailing the structure of the proposal in proximity to the highway.

REPRESENTATIONS

None received.

ANALYSIS

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.

Amenity & Material Development Plan Considerations
The four banners would be located within the defined Green Belt and consideration should be had for how these signs could impact upon the role of green belt and the character of its local area.

The signs would introduce tall built structures in locations where these do not currently exist. These would have an impact on the areas directly adjacent in terms of outlook form the defined urban area towards the Green Belt. However, the structures are all situated within the approved South Heywood Masterplan area and each are located alongside existing and upgraded major highways which have been

subject to substantial works and associated hoardings over the past 2 years and which will in future be the location (in the case of Boards 2-4) of a major commercial development. Board 1 is situated in a location that means the only views of the sign will be from vehicular traffic travelling towards the urban area and would not impact upon on any real and likely viewpoints towards the Green Belt. As such the proposals are not considered to create a significant detrimental impact on views and visual amenity on the character of the green belt.

The proposals, as with all Advertisement Consents, are temporary in nature and directly related to the marketing of the commercial development to which it relates. The applicant has advised that whilst they have stated the standard 5 year period for consent on the application forms, they would in all likely scenarios see their removal much earlier given the intentions to bring forward the commercial development following the imminent completion of the new link road. Given the changing nature of the site and marketing requirements in the area, the applicant have also agreed to a reduced time limit for Sign 1 of 2 years.

Additionally the signs are not to be illuminated.

On the basis of the current site context, likely impacts on views and visual amenity for visitors in the local area, and the temporary nature of the proposals, it is not considered there are any amenity impacts or provision of the local development plan which should prevent permission. The proposals are in accordance with Policies P3 and DM1 of the Core Strategy.

Public Safety & Highways

The proposals have been reviewed by the council's highways officers and National Highways Officers. National Highways raised concern with the initial proposals only on the basis of the amount of information displayed on the sign closest to the J19 slip road. Following guidance form officers the applicant have amended this sign to a more simplified form in terms of content to which National Highways have confirmed they have no objections.

National Highways have highlighted that given the proximity to their SRN that they will require a condition setting out the design of the structure in order to ensure a robust construction that will not cause any highways incidents from falling signs.

Overall, the proposals as amended following National Highways negotiations are considered suitable with respect of highways safety and would accord with Core Strategy policy DM1 and the NPPF.

RECOMMENDATION

Grant subject to the standard national conditions and the following additional conditions:

1. Boards 2, 3, and 4 as specified within the Advertising Board Locations Plan (19058.MAN06-Rev C) approved under this permission shall be removed in entirety following the completion of 5 years from the date of this permission. Board 1 approved under this permission shall be removed in entirety following the completion of 2 years from the date of this permission.

   Reason: To protect the character of the local area in accordance with Core Strategy Policy P2 and the NPPF.

2. No structure, where the design, construction, maintenance or demolition of that structure may affect the safety of the highway, highway structure, or that

of the highway user (i.e. its overall height is greater than the distance to the highway boundary), shall be constructed unless the design of that structure has been undertaken in accordance with the Design Manual for Roads & Bridges Standard CG 300 (Technical Approval of Highway Structures) and approved by a competent Technical Approval Authority to the satisfaction of the Local Planning Authority.

Reason: To ensure the continued safe operation of the Strategic Road Network.

Notes for Applicant:

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

- Advertising Board Locations Plan (19058.MAN06-Rev C)
- South Heywood Commercial - Advertisement Boards v.3