

APPLICATION NUMBER: 23/00196/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
23/00196/ADV	Aimee Bovaird	12 April 2023

Address: Land Fronting 548-550 Manchester Road Rochdale, OL11 3AE

Proposal: Relocation of two sided internally illuminated advertisement unit incorporated within bus shelter

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
-----	--	---

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

RECOMMENDATION	Grant subject to conditions
----------------	-----------------------------

CHECKED AND SIGNED OFF BY: LA

DATE: 11.05.23

SITE

The site is located on land Fronting 548-550 Manchester Road. The area of land is a grass verge. This is a predominately residential area located within the Defined Urban Area.

PROPOSAL

The application seeks permission for the relocation of an existing bus shelter on Manchester Road near the junction with Abbot Street to a new location slightly further up Manchester Road.

The bus shelter will include a two sided internally illuminated advertisement. The materials will be steel and aluminium toughened glass.

Colours used will be Chain Metal Grey JCD 7002, Light Grey JCD 7006 and Royal Blue RAL 5017.

The height of the advert will be 1.895m and 1.065m in width. The advert will be 0.4m off the ground.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – July 2021

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
-------	--------------------

RELEVANT SITE HISTORY

No relevant site history

CONSULTATION RESPONSES

Highways And Engineering

Highways have raised 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 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 existing bus stop and associated advertisement is considered to have an acceptable impact on the area, and its 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:

Location Plan
Existing and Proposed Site Plan
Elevations

Report Author Aimee Bovaird