

APPLICATION NUMBER: 24/01176/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.

24/01176/ADV

CASE OFFICER

Sam Yuen

DETERMINATION DATE 06.02.2025 EXT OF TIME

Address: 744 Halifax Road, Rochdale, OL16 2SQ

Proposal: Erection of 1 no. illuminated digital advertisement display unit

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

RECOMMENDATION

REFUSE

CHECKED AND SIGNED OFF BY: RK

DATE:05/02/2025

SITE

The application relates to an extant hoarding to the south-west side elevation wall of no. 744 Halifax Road, a two-storey end terrace dwelling in Littleborough. Halifax Road/A58 is a classified road and part of the strategic road network connecting Rochdale Town Centre to Littleborough.

The existing hoarding overlooks a row of residential dwellings comprising nos. 728-742 Halifax Road which is set back 6.8m from the front elevation of no. 744. The site lies close to multiple road junctions, including Union Road to the north-west and Smithy Bridge Road to the north-east. The immediate surrounding context is predominantly residential, with a number of commercial premises opposite the application site along Halifax Road.

PROPOSAL

Planning consent is sought for the replacement of the existing hoarding with an internally illuminated 48-sheet digital display. The siting and dimension would be identical to the existing, measuring 6m by 3m and positioned 2.93m above ground.

It is proposed the advertisement would remain static and two-dimensional. The illumination will adapt to ambient conditions in real time, with an output ranging between 5000cd/m² in daylight and 300cd/m² at night, in accordance with the Institute of Lighting Professionals best practice guidance.

RELEVANT PLANNING POLICY

National Guidance

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

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:

Policy JP-P1 Sustainable Places

Adopted Rochdale Core Strategy (CS):

P3	Improving Design of New Development
DM1	General Development Requirements
T2	Improving Accessibility

Unitary Development Plan (UDP):

RELEVANT SITE HISTORY

N/A

CONSULTATION RESPONSES

Highways and Engineering

The proposed advertisement replaces an existing advertisement and as such Highways could not sustain an objection to this application.

Environmental Health - Noise/Odours

No comments received at the time of writing.

REPRESENTATIONS

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

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.

It is well established that poorly placed advertisements can have a negative impact on the appearance of the built 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 JP-P1 of the adopted Places for Everyone and Policy P3 of the adopted 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.

Amenity

The application seeks to replace an existing hoarding with an internally illuminated digital display. The existing hoarding has an incongruous and conspicuous presence within its immediate residential setting and thus does not make a positive contribution to the amenity of the area. Notwithstanding, by virtue of its size and positioning along a high-trafficked road, combined with the internally illuminated display, the proposed advert would appear brighter and more visually strident and obtrusive against the street scene than the existing hoarding.

The submitted statement contends the proposed display would be in a similar situation to the existing and would result in limited change to visual amenity.

However, digital advertising is by nature and purpose more visually strident than a traditionally illuminated hoarding. Notwithstanding the adaptable illumination settings, the setting of the sequential display and the absence of special effects, the brightness of the advert would appear more apparent on the street scene and would harm the visual amenity of the area.

The statement also points to a number of advertisement within the vicinity of the site, including business-related signage, road signage, bus stops and streetlights as justification for the proposed display. However, the existing commercial signage are mostly limited to fascia signs and where signs are illuminated, these are of a considerably smaller scale to the proposed display. The immediate setting is also not considered to contain a proliferation of road signage to justify the amenity harm of the proposed display. Streetlights are standard features of public realm and operate at considerably reduced hours to digital advertisements which remain switched on at all times of the day.

With regard to residential amenity, the proposed display would be directly adjacent to the front elevation windows of no. 742 Halifax Road and would result in a direct views from the first-floor bay windows. The display would also be visible, albeit to a lesser extent, from the front windows of adjacent no. 740 Halifax Road. Owing to its siting and orientation, the illuminated display and changing images would likely intrude on the outlook of the front windows of no. 742, significantly compromising the residential amenity of the occupiers. It is considered the use of conditions relating to levels of luminance and hours of operation would not ameliorate the residential amenity impacts due to the proximity of the display to the nearest habitable room windows.

Public Safety

The proposed internally illuminated digital display would be sited on a high-trafficked road which would appear more conspicuous and distracting to road users than the existing hoarding. Whilst it is accepted 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 proposed site is close to a set of traffic lights at a prominent junction with Smithy Bridge Road where vehicles are often coming to a stop or have stopped at a red light waiting to turn. As such, vehicles in this location are generally traveling at a reduced speed than other parts of Halifax Road. The immediate setting is not considered to comprise a proliferation of signage where the proposed display would be materially distracting to drivers. It is also noted the Council's Highways Officer has raised no objections to the proposed works.

On this basis, subject to suitable conditions relating to, amongst other things, levels of luminance, advertisement cycle frequency, and restriction of moving images, the proposed advert would not result in adverse harm to highway safety.

Other Considerations

The submitted statement notes the proposed digital display would reduce vehicle trips for reposting when compared with a traditional poster and paste billboard. However, the NPPF clearly states that advertisements should only be assessed in terms of its effect on amenity and public safety, therefore such matters are afforded limited weight.

RECOMMENDATION: REFUSE

1. The proposed advertisement would be sited in a prominent location, directly adjacent to Halifax Road, a high-trafficked classified road. By virtue of its size, siting and its digital display format, the proposed advertisement would appear visually strident and obtrusive against the street scene and would result in harm to the amenity of the surrounding area. The display would also intrude on the outlook of the front windows of no. 742 Halifax Road, to the detriment of the occupier's amenity. The proposal therefore fails to accord with Policy P3 of the adopted Rochdale Core Strategy, Policy JP-P1 of the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

INFORMATIVES

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

- Location Plan – Drawing no. 19772 | PA | 01 received 12/12/2024
- Existing Site Plan – Drawing no. 19772 | PA | 02 received 12/12/2024
- Proposed Site Plan – Drawing no. 19772 | PA | 03 received 12/12/2024
- Existing and Proposed Elevations – Drawing no. 19772 | PA | 04 received 12/12/2024

Report Author Sam Yuen