

APPLICATION NUMBER: 23/00555/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
23/00555/ADV	Aimee Bovaird	29 June 2023

Address: Land On The South Side Of Bury Street, Heywood, OL10 3DD

Proposal: Removal of existing billboards and replace with two internally illuminated digital display units

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

RECOMMENDATION	GRANT subject to conditions
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CHECKED AND SIGNED OFF BY: LA

DATE: 09.08.23

SITE

The site relates to an area of grassed land on Bury Street. The area of land has existing adverts at the East and West ends, behind the land is a work yard. Opposite the land is a small grassed area of land and a mix of residential and commercial properties.

This is in the Defined Urban Area.

PROPOSAL

The application proposed to remove three existing billboards on the east and west of the site and replace with two free standing poster displays. The displays will be internally illuminated.

Panels A and B will be replaced with panel E. This will be a digital display, 3m in height, 6m long, 0.250m in depth and be elevated 1.80m off the ground.

Panel C will be replaced by panel F. This will be a digital display, 3m in height, 6m long, 0.250m in depth and be elevated 1.80m off the ground.

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

P3	Improving Design of New Development
P2	Protecting and Enhancing Character, Landscape and Heritage
DM1	General Development Requirements

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
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RELEVANT SITE HISTORY

22/01589/ADV - Removal of existing billboards and replace with two internally illuminated digital signs - Refused

CONSULTATION RESPONSES

Highways And Engineering

The following comments were received:

'The application site has long established advertisement use and it is in a location away from major junctions therefore it may not cause too much driver distraction on the highway network.'

'On this occasion we raise no objection to this digital advertisement application and request no specific planning conditions.'

Env Health - Noise/Odours

No objections.

REPRESENTATIONS

In line with the Council's Publicity Code for Applications, no direct publicity was undertaken and no representations have been 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.

This application has submitted the same proposal as application 22/01589/ADV. This application was refused and since that time more supporting information has been submitted alongside this application which has been considered in relation to the two previous reasons for refusal.

Visual Impact and Amenity

It is well established that poorly placed advertisements can have a negative impact on the appearance of the built and natural 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 P3 of the Core Strategy; signs should be compatible with the surrounding area and protect the character and appearance of the host building and street scene.

The Spatial Strategy Key Diagram (Figure 6 of the adopted Core Strategy) displays A58 as a Strategic Corridor in the borough, linking the Gateway defined at J2 of the A58 to Heywood Town Centre. As such the site would bear witness to a significant amount of passing traffic, and as such, new development should adhere to the highest standards of design.

The previous application was refused for two reasons, the first being in relation to visual amenity:

“Due to its size, sitting, scale and illuminations the proposed advert would fail to be well-designed and would appear as an incongruous feature in an unduly prominent location within the street scene. The advertisement boards would inflict adverse harm on the general visual amenity, character and appearance of the area. The proposed advertisement is therefore contrary to Policies DM1 and P3 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.”

The location of the signage is considered to be prominent as it is surrounded by two storey buildings and the signage will appear as a dominant feature to passing traffic. Aside from nearby commercial units, street lighting offers the only other form of illumination. However the applicant has demonstrated through additional supporting information the proposed signage will result in a 50% reduction in advertising on the site. The advertising boards will also be the same size as standard boards.

The proposed development will replace 3 existing advertisement boards which at present are not considered to contribute positively to the character of the surrounding area. On balance, having regard to the additional supporting information, the proposed signage is not considered to cause any more harm that currently exists and is compliant with the relevant policies.

The second reason for refusal related to residential amenity and stated:

“Insufficient information has been provided to demonstrate that the proposed illuminated advertisement boards would share an acceptable relationship with neighbouring residential properties by reason of the siting, scale, height and illuminated nature of the proposed advertisement board. In the absence of such evidence, the proposals fail to accord with the requirements of Policies G9 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.”

The first floor of No. 86 Bury Street is noted as being a residential dwelling. Given the proximity of the eastern-most board, its height and its orientation, it is entirely possible that light from the board would penetrate the first floor windows which appear to serve habitable rooms. As part of the current application the applicant has provided a Light Spill Diagram to demonstrate the properties will not be negatively affected by illumination levels.

As part of the application process the Council’s Environmental Health Officer has been consulted. No objections have been raised in relation to the Light Spill Diagram and the level of illumination proposed is considered acceptable. Officers consider it necessary to impose conditions to limit the brightness of the screens, during the hours of darkness and to require the boards to be switched off from 0000-0500hrs.

In appeal APP/P4225/H/22/3311863 the advertisement permitted was ‘2 internally illuminated 48 sheet digital display units following removal of 2 illuminated totem signs’ the Inspector stated due to the angles position ‘of the advertisements displays, their scale would be limited when viewed from properties opposite and to the rear of the site. This is relevant to this application as the position of the adverts are not adjacent to the road, therefore not directly opposite residential properties. The adverts are positioned at a slight angle and this will also limit the negative effects of light on the residential properties.

Having regard to the above, on balance and subject to conditions the application is considered to comply with Policies P3 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

Public Safety

Policy DM1 sets out the Council’s general development requirements and establishes that proposals should not adversely impact on highway safety. The proposed advertisements would be erected adjacent to a heavily trafficked road. 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 did not raise any concerns or objections to the proposal.

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 six conditions and the following:

7. During the hours of 2300-0500hrs, the screen should be switched off. Between sunrise and sunset the illumination level should not exceed 600cd/m² and between sunset and sunrise the illumination level should not exceed 300cd/m².

Reason: In order to safeguard the amenities of the area of and neighbouring residents and to safeguard the interests of road safety in accordance with policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

8. There shall be no special effects (including noise, smell, smoke, animation, flashing, scrolling, three dimensional, intermittent or video elements) of any kind during the time that any message is displayed.

Reason: In order to safeguard the amenities of the area of and neighbouring residents and to safeguard the interests of road safety in accordance with policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

9. The minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed. The interval between successive advertisements shall be no greater than 1 second.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

10. The displays 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.

Reason: In order to safeguard the interests of road safety in accordance with policies T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

11. The 3no. existing poster displays shown on 'Existing and Proposed Elevations (Front Panel C and F) 14318' and 'Existing and Proposed Elevations (Front Panel A,B and E) 14318' shall be removed in full from the site before the works to install the digital poster displays hereby approved can commence.

Reason: In the interests of visual amenity.

Informative

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

Location Plan

Existing Site Plan

Proposed Site Plan

Existing and Proposed Elevations (Front Panel C and F) 14318

Existing and Proposed Elevations (Front Panel A,B and E) 14318

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