

APPLICATION NUMBER: 22/01589/ADV

YDELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
22/01589/ADV	Aimee Bovaird	2 March 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 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
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CONDITIONS	Pre-commencement conditions proposed?	N
	Pre-commencement conditions agreed (or notification period expired)?	N

RECOMMENDATION	REFUSE
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CHECKED AND SIGNED OFF BY: Ryan Killeen

DATE: 16/03/2023

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 proposes the removal of existing billboards on the East and West of the site and replace with two internally illuminated digital signs which will display multiple static advertisements on rotation.

Panels A and B will be replaced with panel E. This will be a digital display, 3 m 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

RELEVANT SITE HISTORY

No relevant site history.

CONSULTATION RESPONSES

Highways And Engineering

Highways do have some concerns regarding the positioning of the illuminated signage and the effect that the changing illumination on the signage may have on the adjoining signalised pedestrian crossing

Although the site has an established advertisement hoarding on this land we would prefer that the signage does not display any moving images, animation, flashing, scrolling or video and no visual effects including fading, swiping or animation shall accompany the transition between any successive advertisements, images or messages.

We would also ask that the advertisements, images or messages displayed on the digital panel shall not change more than once every 10 seconds.

We are aware that our concerns may not sustain an objection because of recent decisions by the Planning Inspectorate, and if the Council is minded to approve we would ask that the requested conditions are applied.

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.

Visual Impact and 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 or residential amenity. Policy G9 of the adopted Core Strategy requires development proposals to ensure that they do not lead to an unacceptable increase in air, water, noise, light or other pollution. Paragraph 185 of the NPPF requires planning decisions to ensure that new development is appropriate for its location taking into account the likely effects (including cumulative effects) of pollution on health, living conditions and the natural environment – It also seeks to limit the impact of light pollution from artificial light on local amenity.

Paragraph 136 of the NPPF recognises that the quality and character of places can suffer when advertisements are poorly sited and designed. Chapter 12 on the whole recognises that development should be well designed and paragraph 134 explicitly sets out that development which is not well-designed should be refused. Whilst this application does not directly concern development in that it relates to an application for advertisement consent, NPPG sets out that the provisions of the development plan can be taken into account in so far as they are material. Given the overarching theme of chapter 12 of the NPPF, to secure high-quality and well-designed places, the aforementioned contents of the Core Strategy and NPPF is considered relevant.

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 location of the signage will be unduly prominent within the street scene given its purpose to attract the attention of passing traffic. The surrounding area is predominantly comprised of two-storey buildings and whilst the adjacent local centre

offers some illumination into the dark hours, the extent of this is limited. Aside from nearby commercial units, street lighting offers the only other form of illumination. Whilst illuminated signage does exist within the surrounding area, the proposed advertisement boards would be appreciably larger and would appear unduly prominent and discordant with the street scene.

The digital advertisement boards would replace two existing hoardings and are of a similar size and siting. It is considered that the existing signage boards at present do not contribute positively to the character of the surrounding area. The additional visual impact through illumination is not considered compatible with the character of the surrounding area. Given its location on the A58, the gateway into Heywood Town Centre, the unduly prominent and incongruous appearance of the advertisement boards would cause significant harm to the character and appearance of the surrounding area, especially given the cumulative impact which the signage produces when being sited in such close proximity to one another.

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. Whilst conditions could be imposed to limit the brightness of the screens, particularly during the hours of darkness, the application is not supported by any detailed information to quantify the impact on any existing and future occupiers of this dwelling. Accordingly, the application cannot demonstrate that it would not give rise to adverse impacts to residential occupiers through light pollution and the application fails to accord with the requirements of Policy DM1 of the adopted Core Strategy and the National Planning Policy Framework.

Overall, the proposed advertisement is considered to be unacceptable as it would not be well-designed and cannot demonstrate that it would not give rise to adverse impacts to residential occupiers. The application would therefore fail to accord 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 raised concerns over the positioning of the signage being close to a signalised pedestrian crossing. If this application was to be approved, this could be overcome by a condition.

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

Refuse for the following reasons –

1. 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.

2. 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.

Notes for Applicant:

Informatives:-

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

Location Plan 14318/PA/01

Proposed Site Plan 14318/PA/03

Existing Site Plan received 14318/PA/02 20/12/22

Existing and Proposed Elevations received 14318/PA/04 received 20/12/22

Existing and Proposed Elevations 2 14318/PA/04 received 20/12/22

D-Poster details received 20/12/22

Report Author Aimee Bovaird