

APPLICATION NUMBER: 24/00612/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.

24/00612/ADV

CASE OFFICER

Sam Yuen

DETERMINATION DATE 19.09.2024 EXT OF TIME

Address: 500 Oldham Road, Rochdale, OL11 2AT

Proposal: 1 non-illuminated billboard advertisement display on gable wall

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/A

RECOMMENDATION

REFUSE

CHECKED AND SIGNED OFF BY: RK

DATE: 19/09/2024

SITE

The application relates to no. 500 Oldham Road, a two-storey end terrace dwelling located in Balderstone. The dwelling is sited on the A671, a classified road, and is surrounded by a number of commercial premises, including a convenience store and customer car park to the south-east, and a Texaco petrol station to the north-east. To the south-east lies the flyover carrying the M62.

PROPOSAL

Advertisement consent is sought for the erection of one non-illuminated advertisement billboard on the south-facing elevation of no. 500 which would be visible to northbound traffic on Oldham Road. It measures 4.1m in length and 3.1m in height.

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):

G/D/1	Defined Urban Area
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Supplementary Planning Documents (SPD):

Supplementary Planning Guidance note 'Guidelines and Standards for Residential Development' (June 2016)

RELEVANT SITE HISTORY

24/00532/HOUS - Single-storey rear extension, front porch extension, insertion of windows to front and side elevations and 2 no rooflights to rear roof elevation following partial demolition of existing rear extension – Grant subject to conditions

CONSULTATION RESPONSES

Highways and Engineering

The Highways department maintains the position that advertising adjacent to a busy junction the highway could constitute a distraction to drivers and should not be encouraged.

The main concern with new advertisements is distraction drawing the eye line of drivers away from the task of safely navigating the highway.

However, given recent planning history Highways do not believe an objection to this proposal could be sustained and therefore reluctantly raise no objection.

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 PfE and 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. In addition, Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety.
- ☐ The proposal seeks consent for the erection of a non-illuminated billboard on the side elevation wall of no. 500 Oldham Road which would be visible on the approach into Rochdale via the A671 northbound immediately after the underpass of the M62. The surrounding site vicinity contains a number of commercial premises including a convenience store and petrol station, both with separate ingress and egress vehicle access. Upon entry into the area, the road is flanked by two individual totem signs for the aforementioned premises.
- ☐ The proposed billboard would be positioned behind the existing convenience store totem sign and when viewed alongside the existing signage, would constitute a proliferation of advertisements and result in visual clutter to the north-facing street vista. Given the A671 serves as a key thoroughfare into

the Borough, the proposed billboard would be a prominent addition and would inflict undue visual harm to the character and appearance of the immediate street scene.

- ☐ With regard to public safety, it is noted the positioning of a sign close to a carriageway is likely to distract road users by drawing the eye line of drivers away from the highway. The site is already populated with numerous totem signs and is also close to two junctions of unadopted roads which serve access to the adjacent commercial premises. However, it is considered the potential hazards at this location would not amount to unacceptable harm to highway and pedestrian safety. The Council's Highways Officer has also raised no objections to the proposed works. On this basis, no harm has been identified in relation to public safety.
- ☐ Notwithstanding, by virtue of its siting, scale and design, the proposed billboard would result in undue visual harm to the character and appearance of the street scene and would fail to accord with Policies DM1 and P3 of the adopted Rochdale Core Strategy, Policy JP-P1 of the adopted PfE, and the NPPF.

RECOMMENDATION: REFUSE

1. By virtue of its siting, scale and design, the proposed advertisement billboard would result in the proliferation of signage in a prominent thoroughfare into Rochdale and constitute undue visual harm to the street scene of Oldham Road. The proposed advertisement would not be well-designed and would fail to comply with Policies DM1 and 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.

Notes for Applicant:

INFORMATIVES:

This consents relates to the following plans:

- ☐ Location Plan and Proposed Site Plan – Drawing No. A103 Rev. B – received 25/07/2024
- ☐ Existing Elevations – Drawing No. A109 Rev. A received 28/06/2024
- ☐ Proposed Elevations – Drawing No. A101 Rev. B received 28/06/2024

Report Author Sam Yuen