

## DELEGATED DECISION CHECKLIST AND REPORT

**APPLICATION NO.**

24/00421/ADV

**CASE OFFICER**

Michael Atkinson-Smith

**DETERMINATION DATE** 18.07.2024 **EXT OF TIME** 04.11.24

**Address:** Pavement O/S 21 Yorkshire Street Rochdale OL16 1BH

**Proposal:** Integrated advertisement display within Communication Hub unit comprising of an LCD portrait screen presenting static illuminated content

|           |                            |     |                       |     |
|-----------|----------------------------|-----|-----------------------|-----|
| PUBLICITY | Weekly list expired?       | N/A | Site notice expired?  | N/A |
|           | Neighbour letters expired? | N/A | Press Notice expired? | N/A |

|            |                                                             |     |                                        |     |
|------------|-------------------------------------------------------------|-----|----------------------------------------|-----|
| DELEGATION | Significant departure from local plan?                      | N/A | Contrary to national policy?           | N/A |
|            | Applicant a Council Member or officer?                      | NO  | Contrary to previous decision?         | NO  |
|            | Major with 10 or more objections and recommending approval? | N/A | Called in or Planning Panel objection? | N/A |

|          |                                   |     |
|----------|-----------------------------------|-----|
| COMMENTS | Planning Panel comments received? | N/A |
|          | Neighbour comments received?      | N/A |

|     |                                                  |     |
|-----|--------------------------------------------------|-----|
| EIA | Screening opinion completed and saved to Onbase? | N/A |
|-----|--------------------------------------------------|-----|

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

**RECOMMENDATION**

**GRANT subject to conditions**

**CHECKED AND SIGNED OFF BY:** RG

**DATE:** 20 February 2025

## **SITE**

The application relates to an area of pedestrianised space within the controlled zone of Yorkshire Street, to the front of Butterworth's menswear store (21 Yorkshire Street) and the pedestrian entrance to Octagon House, which is part of the Rochdale Exchange Shopping Centre complex. The proposed site is to the north of the junction of Yorkshire Street and Baillie Street and Lord Square, where Yorkshire opens out to become more spacious in a southerly direction. The public realm in the immediate vicinity of the proposed installation site is characterised by rows of street furniture either side of the controlled vehicular carriageway including bollards, benches, litter bins, hanging basket posts, a CCTV column and wayfinding finger post. The massing of the Rochdale Exchange Shopping Centre dominates the street scene in this area, with the car park deck overhanging the pedestrianised space. The lies on the boundary of the Rochdale Town Centre Conservation Area, which includes the southern section of Yorkshire Street.

## **PROPOSAL**

Advertisement Consent is sought for the installation of a 'communication hub' branded as the 'Digital 86" Smart City Unit'. The proposed unit would stand at 2.6m in height and 1.3m wide, occupying a site area of approximately 0.5m<sup>2</sup> and would include 13.5mm thick anti-vandal toughened safety laminated glass on all glazed surfaces.

The supporting information states that one side of the unit would include a 32" touch screen, hands free phone functionality alongside a traditional telephone handset, induction and USB charger and defibrillator. The opposite side of the unit would include an 86" LCD screen, commonly referred to as a six sheet display, designed to show commercial and community information in a series of static images.

The hub unit would be installed in the controlled zone of Yorkshire Street as outlined above. The hub unit would be installed so that the advertising screen faces approximately north up Yorkshire Street, with the communications equipment and defibrillator facing approximately south.

This application sits along an associated application for full planning permission ref. 24/00420/FUL which is to be determined concurrently with this application.

## **RELEVANT PLANNING POLICY & LEGISLATION**

### **Legislation**

Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended)

### **National Guidance**

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

### **Sub-Regional Policy**

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 to the determination of this application:

**Places for People**

JP-P1: Sustainable Places

JP-P2 Heritage

**Connected Places**

JP-C1: An Integrated Network

JP-C2: Digital Connectivity

**Greener Places**

JP-G8: A Net Enhancement of Biodiversity and Geodiversity

Adopted Rochdale Core Strategy (CS):

**SO1 To delivery a more prosperous economy**

E1 Establishing thriving town, district and local centres

**SO3 To improve design, image and quality of place**

P1 Improving Image

P2 Protecting and enhancing character, landscape and heritage

P3 Improving design of new development

DM1 General development requirements

Unitary Development Plan (UDP):

G/D/1 Defined Urban Area

G/S/1 Hierarchy and Role of Centres

BE/17 Development affecting conservation areas

**RELEVANT SITE HISTORY**

N/A

**CONSULTATION RESPONSES**

Conservation Officer - [Summary]: Less than substantial harm identified to the significance of the Rochdale Town Centre Conservation Area and the setting of nearby listed buildings, particularly in light of the recent adoption of the Rochdale Town Centre Conservation Area Management Plan, which includes an action to reduce street clutter.

Greater Manchester Police - Design for Security - No comments received to date.

Greater Manchester Ecology Unit - No comments received to date

Highways & Engineering – Object to the public highway being used for advertisements.

Public Protection (Noise / Odours) - This section has no objections to the proposals.

Transport for Greater Manchester –

- It is observed that all locations are within pedestrianised areas of public realm.

- All locations are set back a sufficient distance from the highway.
- The positioning of the apparatus does not impair pedestrian movements or sightline visibility at any of the locations.
- Any works in the adopted footway will need to be carried out in accordance with the Local Authority.
- Service vehicles associated with the installation and maintenance of the apparatus will need to park appropriately and safely.

Transport for Greater Manchester (Metrolink) - The proposed developments are sufficiently remote or sufficiently set back from the tramway that we have no comments to make from a Metrolink perspective in respect of the abovementioned applications.

Urban Design Officer - No standalone comments are required as the Urban Design Officer is acting as Planning Officer in respect of this application.

## **REPRESENTATIONS**

N/A

## **ANALYSIS**

This section should be read alongside the analysis section of the Officer's report for the corresponding application for full planning permission ref. 24/00420/FUL.

All advertisements must comply with statutory provisions, which for the purposes of this application include the Planning (Listed Buildings and Conservation Areas Act (1990).

Paragraph 141 of the NPPF states that quality and character of places can suffer when advertisements are poorly sited and designed, whilst also noting that advertisements should be subject to control for planning purposes 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 and natural environment. As such, all applications for advertisements should be considered in respect of visual amenity and should accord with policy P3 of the Core Strategy which requires signage to be compatible with the surrounding area and protect the character and appearance of the host building and street scene. Rochdale Core Strategy policy P2 is also relevant, which sets out the Council's intentions in respect of conserving and enhancing townscape character, in the recognition that to do so can lead to improvements in quality of life, along with boosting the visitor economy and inward investment.

In assessing the design of the proposed signage against the legislative and policy requirements outlined above, consultation was carried out with the Council's Conservation Officer who notes that less than substantial harm has been identified to the significance of the Rochdale Town Centre Conservation Area and the setting of nearby listed buildings, having had consideration of the Rochdale Town Centre Conservation Area Management Plan.

The proposed advertisement in the form of a six sheet digital LCD screen with a smaller functional screen on the opposing side of the hub unit.

The siting of the advertising screen is considered harmful given that it would further contribute to the already high amount of street clutter within the immediate area. It is however accepted that the positioning of the proposal on the western side of the

street will allow for it to be primarily viewed within the context of the Exchange shopping Centre and the contemporary signage featured on the retail units along the Exchange. This positioning has also been aligned with the existing street furniture which would retain a relatively open central movement channel along with the paths to the each edge of the street. Whilst it contributes cumulatively to the street clutter, this aligned positioning does also mean that its impact in isolation is more limited.

The siting of the proposed advertisement would result in less than substantial harm to the setting of a number of listed buildings and non-designated heritage assets and stand at odds against the open nature of the streetscape in this particular location. This application must however be read alongside 24/00420/FUL, as given the nature of the proposals, it is not possible to disaggregate the functions of the hub. An assessment under 24/00420/FUL has concluded that, whilst finely balanced, the public benefits of the hub would outweigh the less than substantial harm.

On this basis, the proposed advertisement would comply with adopted Places for Everyone joint development plan policy JP-P2, policies DM1, P1, P2 & P3 of the adopted Rochdale Core Strategy, the National Planning Policy Framework and the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

### **Other matters**

The Highways Authority has put forward a firm objection to the hub on the basis that its primary purpose is to provide advertising on the public highway, whereas the primary purpose of the highway is to facilitate the safe and expeditious movement of people. However, whilst the proposals would impact the pedestrian environment negatively, it is not considered there would be issues of public safety arising as a result of the proposals.

### **RECOMMENDATION**

#### **GRANT ADVERTISEMENT CONSENT subject to the following conditions:**

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. The approval is for a period not exceeding five years from the date of this consent.
7. The intensity of the illuminance of the digital sign shall be set to a maximum brightness of 300Cd/m<sup>2</sup> from dusk until dawn and to a maximum brightness of 2,500Cd/m<sup>2</sup> at all other times. Furthermore,:
  - o Any change in advertisement display shall be instantaneous ;
  - o The displays shall not display any moving, or apparently moving, images; and
  - o The advertisements displayed on each panel shall not change more frequently than once every 10 seconds.

Reason: In the interest of the amenities of the occupiers of nearby premises in accordance with policy JP-P1 of the adopted Places for Everyone joint development plan, policies P3 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

**Notes for Applicant:**

INFORMATIVE:

This permission relates to the following plans and supporting documents:-

- Hub Detail – New Sites
- Site Plan and Images
- Power of the Public Screen
- Hub Unit Appendix D
- Unit Management Plan
- Community Channel – Examples of Campaigns
- NHS England / OHCA Charities Advisory Committee / Letter of Community Heartbeat Trust Charity Letter of Support
- Defibrillator Product Specification