

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
25/00051/ADV	Hamish Rigg	25/03/2025

Address: Bus Shelter Outside, Marland Grange, Manchester Road, Rochdale, OL11 3NW

Proposal: Erection of internally illuminated double-sided paper advertisement 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	Grant STC
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CHECKED AND SIGNED OFF BY: TH

DATE: 02.04.2025

SITE

The application relates to an area of the pavement on Manchester Road, approximately 60m north-east of Ballycreen on the north side of the road. This stretch of Manchester Road is residential, yet most of the houses are screened from the road by a dense line of trees which give the area a verdant character.

The site sits adjacent to the south east of the boundary wall of Marland Grange, a large detached property set back from the roadside. On the opposite (east) side of the road is the Roylelands estate, a residential and assisted living estate for the elderly.

PROPOSAL

The application seeks advertisement consent for the installation of a double-sided, externally illuminated paper advertisement unit to be installed within a new bus shelter outside Marland Grange on Manchester Road. The application indicates that the new bus shelter is a relocation of the existing bus shelter in order to accommodate the expansion of the Bee Network Cycle Scheme.

It is assumed that the new bus shelter will be undertaken under permitted development rights, but this is outside the scope of the current application. It is noted the application was originally submitted to include the replacement bus shelter. As the application is for advertisement consent, the relocation of the bus stop is not included in this assessment and an amended description has been agreed with the agent to refer to the advertisement only.

The materials for the unit will be steel and aluminium toughened glass. Colours used will be RAL6004 and RAL9005. The height of the advert will be 1.853m and 1.5m in width. The advert will be 0.2m off the ground.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – July 2021

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

Policy P3

Policy DM1

Unitary Development Plan (UDP):

G/D/1 Defined Urban Area

RELEVANT SITE HISTORY

None

CONSULTATION RESPONSES

Not applicable

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 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.

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.

The proposed advertisement display would be a like for like replacement seen on the existing bus shelter and would be typical in terms of its design. In addition, its relocation is considered to have negligible impact on the street scene as it is only moving 2 meters from its original position. As such, the impact on the visual amenity of the street scene, caused by the proposed advertisement display and its relocation, is considered to be neutral and therefore acceptable in its design.

Safety:

Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety. 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.

There are no highways issues relating to the proposed signage or its location, as it is considered to be negligibly different from the existing advertisement display in terms of its siting and appearance. The proposal is therefore acceptable in terms of public safety and in accordance with policy DM1 and the NPPF.

RECOMMENDATION

Grant (subject to standard 5 conditions)

Procedure Statement

The proposal complies with the development plan and would improve the economic, social and environmental conditions of the area. It therefore comprises sustainable development and the Local Planning Authority worked proactively to issue the decision without delay.

Notes for Applicant:

1. This permission relates to the following plans:
 - Structure Elevations
 - Location plan
 - Site Plans and Images: A02723 (JCDecaux)
 - Bus Stop 001 Plan A58 Mainline – AB1 NE0342

- Bus stop layout

Report Author Hamish Rigg