

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
23/00240/ADV	Aimee Bovaird	27 April 2023

Address: Land To South Of Pilsworth Road, Heywood.

Proposal: One non-illuminated advertisement hoarding board sign

PUBLICITY	Weekly list expired?	Y	Site notice expired?	N/A
	Neighbour letters expired?	Y	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: RG

DATE: 03 May 2023

SITE

The application is related to the South Heywood Junction 19 masterplan area as approved under 16/01399/HYBR spanning from the M62 J19 at the eastern edge to Pilsworth Road at the western boundary. This application specifically deals with land south of Pilsworth Road, this is an area of grassland. North of the site is Heywood Distribution Park.

This site is in the green belt.

PROPOSAL

The application proposes to construct a non-illuminated hoarding board advertisement.

The advertisement will be 9.m in height, 3m in width, 3m in depth and 1.129 m off the ground

The proposed advertisement will display general information relating to commercial plots available. The advertisement will not be illuminated.

The advertisement supersedes Board 1 of the previously approved 22/00515/ADV and has been moved to what is considered a more sensible location with regards to how drivers will approach the site.

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
- G4 Protecting Green Belt Land

Unitary Development Plan (UDP):

G/D/1 Defined Urban Area

RELEVANT SITE HISTORY

16/01399/HYBR - Part full/part outline planning application for the development of land at South Heywood, including the demolition of a number of existing on-site buildings and structures. Full consent sought for the construction of a new link road between Junction 19 of the M62 and Pilsworth Road, the widening of part of Pilsworth Road, together with associated junction improvements, landscaping, lighting and other works including the importation of material and engineering works in order to construct the link road. Outline consent (with all matters reserved for future approval except access) sought for a major mixed- use development comprising supporting residential uses comprising up to 1000 dwellings (Class C3); employment uses (Classes B2/B8) comprising up to 135,460m2 Gross Internal

Area(GIA); a new primary school (Class D1); Class A1/A2/A3/A5 uses comprising up to 2500m2 GIA which includes no more than 499m2 of A1 uses; together with associated landscaping, open space and sports pitches, drainage, ecological enhancements, cycleway and footpath linkages, infrastructure and other works ancillary thereto. (Application accompanied by an Environmental Statement) - Granted

22/00515/ADV - 4 non-illuminated advertisement hoardings - 2 single boards signs and 2 v-board signs - Approved

CONSULTATION RESPONSES

Highways And Engineering

The following comments have been received:

'The proposed sign is fairly remote from the highways network and as it is non-illuminated it should not provide too much distraction for drivers on the highway itself.

Highways raise no objection to this application and request no specific planning conditions.'

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.

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.

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

The board would introduce a tall built structure in a location where none currently exist. This could have an impact on the areas directly adjacent in terms of outlook from the defined urban area towards the Green Belt however the siting of this board means that the only views of the sign will entirely within the context of the approved South Heywood Masterplan area. The advert would not be illuminated internally or externally, and would not emit noise. This is not considered to have a negative effect on the character of the surrounding area.

In light of the above assessment, it is considered that the proposed advertisement is acceptable and in accordance with Policies DM1 and P3 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. 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 councils Highways department has been consulted and raised no objections.

The proposal is considered acceptable is therefore in accordance with Policy P3, T2 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

RECOMMENDATION

Grant Subject to Conditions

Standard five conditions and the following:

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. This approval gives consent for 5 years from the date of this permission.

Notes for Applicant:

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

Advertising Board Location 3 (18750-MAN12)

BOARD 3 - Pilsworth Lane/Hareshill Junction (9,000mm x 3,000mm) Flat Board