APPLICATION NUMBER: 21/00057/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
21/00057/ADV	Majid Mir	25 March 2021

Address: Land At Junction Of Molesworth Street And Robinson Street Rochdale OL16 1TQ

Proposal: Replacement of a freestanding advertising hoarding with a single freestanding digital LED advertising 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

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

RECOMMENDATION	GRANT SUBJECT TO CONDITIONS

CHECKED AND SIGNED OFF BY: AT **DATE: 26.03.2021**

SITE

The application site is located on the south eastern corner of a larger car park site, on the corner of Molesworth Street and Robinson Street. Access to the car park is gained from Robinson Street and Water Street. Due to the topography of the land, the car park and the Molesworth Street fall away to the north.

On the opposite of Robinson Street is a car sales room and the opposite of Molesworth Street is the access to the Point retail park.

PROPOSAL

The application seeks consent to replace the existing double-sided freestanding advertising hoarding with a single freestanding digital LED advertising hoarding. Whereas the existing hoarding faces south and opposite the car sales room, the proposed advertising hoarding would be angled south-easterly and towards Molesworth Street. Additionally, the proposed advertisement hoarding would be sited in a more prominent position on the site and closer to the junction between Molesworth Street and Robinson Street.

The advertisement would be the same size as the existing and measure 6m in length and 3m in height. Due the topography of the land, the advertisement hoarding as a whole would vary slightly in size when measured from the ground floor level. The proposed advertisement would be between 2.5m and 2.8m from the ground floor level. The proposed advertisement hoarding would be approximately 5.6m and 6m in height when measured from the ground floor level.

The application proposes a static illumination with an illumination level of 300 cd/m2.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – February 2019

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

SO3	Improving design, image and quality of place
P2	Protecting and enhancing character, landscape and heritage
P3	Improving Design of New Development
T2	Improving Accessibility
DM1	General Development Requirements

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area

RELEVANT SITE HISTORY

13/01109/ADV	Installation of one non-illuminated advertisement hoarding (Resubmission of 13/00798/ADV). Decision: Grant subject to conditions.
13/00798/ADV	Erection of 13 non illuminated advertisement hoardings to south and west boundaries of the former carcraft site.

Decision: Refuse.
Reason for refusal:

1. The application site lies in a prominent, open location abutting a corner of the major road junction of Molesworth Street and Water Street. The southern section of the site is elevated above the junction of Molesworth Street and Water Street and it enjoys an open aspect being clearly visible from the surrounding road network. The proposed 13 non illuminated advertisement hoardings would create an incongruous and brash commercial presence, causing serious injury to the visual amenity of the locality. The proposal is therefore contrary to criterion (a) of Policy BE/3 (Advertisements) of the adopted Rochdale Unitary Development Plan and the National Planning Policy Framework, which require advertisements to be compatible with the character of the surrounding area.

13/00797/FUL — Change of use of land to form car park including the demolition of former carcraft buildings.
Decision: Grant subject to conditions.

CONSULTATION RESPONSES

Highways And Engineering
Now that we are in receipt of all of the information requested I can comment on the application.

Advertisements are by their very design distracting. The intention of these advertisements is to grab the attention of vehicle users as they pass the location.

The highways department is concerned that an over proliferation of advertisements adjacent to the highway could cause too much distraction to drivers and result in accidents on the highway.

The principle of advertising at this location has been previously agreed so we could not sustain an objection to this proposal.

We do however require a condition is attached to any consent offered that limits cycling to once every 15 seconds to ensure multiple advertisements are not shown to drivers in the course of one journey. The reason being that advertisements are at their most dangerous when changing.

REPRESENTATIONS

None received.

ANALYSIS

In assessing applications for advertisement consent, paragraph 132 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 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.

It is noted that the application site occupies a prominent position, directly adjacent to the well-trafficked Molesworth Street. Furthermore, Molesworth Street which is a busy road which forms part of the town centre ring road. The proposed digital advertisement would be sited on a prominent location within the street scene in comparison to the existing advertisement hoarding. The proposed digital advertisement would be clearly visible from the surrounding area and be visually prominent within the street scene. However, it is noted that there are a variety of commercial uses which adjoin Molesworth Street Robinson with numerous advertisements, and in particular, located along Molesworth Street.

Considering commercial character of the area and the existing advertisement hoarding, it is considered that the proposed advertisement hoarding would be compatible with the local area and would not detract from the character of the wider area.

Therefore, in light of the above assessment, it is considered that the proposed advertisements is acceptable and in accordance with Policies P3 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

Highways

The proposed advertisements would be erected adjacent to a heavily trafficked major 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 Council's highways department were consulted on the proposal. The highways department is concerned that an over proliferation of advertisements adjacent to the highway could cause too much distraction to drivers and result in accidents on the highway. However, the highways department noted that the advertising at the location of the proposed advertisement hoarding has been previously agreed, and therefore the highways department could not sustain an objection to the proposal.

The highways department requested that a condition limiting cycling to once every 15 seconds to ensure multiple advertisements are not shown to drivers in the course of one journey. The reason noted by the highways department was that advertisements are at their most dangerous when changing. Whilst the concern for the wellbeing of road users is noted it is understood that previous planning appeals regarding applications of this type have set precedent that cycle times be limited to once every 10 seconds. As such, a condition ensuring a 10 second cycle time is appropriate.

Subject to the appropriate conditions, the proposal 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 conditions, plus:-

6. The digital advertising unit hereby permitted shall not be installed until the existing advertising hoarding has been completely removed from the site.

Reason: In order to safeguard the amenities of the area of and neighbouring residents and to safeguard the interests of road safety in accordance with policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

7. During the hours of darkness, the illumination level shall not exceed 300 candelas per square metre. At all other times the illumination level shall not exceed 600 candelas per square metre.

   Reason: In order to safeguard the amenities of the area of and neighbouring residents and to safeguard the interests of road safety in accordance with policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

8. There shall be no additional effects (including, but not limited to: audio, odours, smoke, animation, flashing, scrolling, three dimensional, intermittent or video elements, and shall not depict any images that resemble road signs or traffic signals) of any kind, at any time.

   Reason: In order to safeguard the amenities of the area of and neighbouring residents and to safeguard the interests of road safety in accordance with policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

9. The advertisements displayed on the screen shall contain static and two dimensional images only with no moving or apparently moving images, devices, wording or emblems; and shall not depict any images that resemble road signs or traffic signals. In addition the displays shall not change more than once every 10 seconds, the use of message sequencing for the same product is prohibited and the advertisements shall not include features or equipment which would allow interactive messages or advertisements to be displayed.

   Reason: In order to safeguard the interests of road safety in accordance with policies T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

10. The interval between successive displays shall be instantaneous (0.1 seconds or less), the complete screen shall change and there shall be no visual effects (including fading, swiping or other animated transactions) between successive displays.

    Reason: In order to safeguard the interests of road safety in accordance with policies T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

11. The display shall at all times maintain a safety feature that will turn the screen off (i.e. shows a black screen) in the event that the display experiences a malfunction or error.

    Reason: In order to safeguard the interests of road safety in accordance with policies T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Notes for Applicant:

For the avoidance of doubt this consent relates to the following plans:

- PA 01 Site Location Plan
- PA 02 Existing Site Plan
- PA 03 Proposed Site Plan
- PA 04 Existing and Proposed Elevations
- Supporting letter dated 18th December 2020

Report Author Majid Mir