

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
23/01191/ADV	Bob Melling	22 nd March 2024

Address: Land At, Manchester Road, Rochdale, OL11 3EE

Proposal: Relocation of internally illuminated double sided advertisement unit.

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?	N/A	Contrary to previous decision?	N/A
	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
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CONDITIONS	Pre-commencement conditions proposed?	N
	Pre-commencement conditions agreed (or notification period expired)?	N/A

RECOMMENDATION	GRANT SUBJECT TO CONDITIONS
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CHECKED AND SIGNED OFF BY: LA DATE: 28.03.24

SITE

The application relates to land fronting Manchester Road in Castleton. The land fronts the highway to the south and is located on the pedestrian footpath between Railway Brow and Bluepits Bridge.

The site is located within the Castleton (South) Conservation Area and is surrounded by a number of non-statutory heritage assets, including Blue Pitts Inn, Linden Mill and the District Bank (former) and Bridge Bank House.

PROPOSAL

Permission is sought for the relocation of an existing internally illuminated double-sided advertisement unit on Manchester Road opposite the junction with Heywod Road to a new location slightly further up Manchester Road.

RELEVANT PLANNING POLICY

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

Section 72 of the above Act requires that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of Conservation Areas.

National Guidance

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

Sub-Regional

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:

JP-P2: Heritage

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
DM1	General development requirements

Unitary Development Plan (UDP):

A number of policies contained within the Unitary Development Plan have been saved following the adoption of the Core Strategy. The following saved policies are relevant:

G/D/1	Defined Urban Area
BE/17	New Development Affecting Conservation Areas <i>Policy to be read in conjunction with CS Policy P2 until replaced by Site Allocations or other DPD.</i>

RELEVANT SITE HISTORY

99/A4885 8 Internally Illuminated Free Standing Advertisement Panels
Grant

CONSULTATION RESPONSES

Highways And Engineering

Highways main concern regarding this application is the impact the sign may have on the visibility at the junction of Railway Brow and Manchester Road.

The proposed sign must be set back to the rear of the existing adopted footway and must not obstruct the current highway signage in this location which must remain visible to drivers on Manchester Road.

If the applicant can meet these requests Highways would raise no objection and request no specific planning conditions.

Conservation Officer

Following on from my initial comments, a heritage statement has been submitted. This meets the requirements of NPPF paragraph 200. The conclusions of this report, are not disputed. The proposed sign would be of the same size as the existing. Its new position would not materially alter its prominence within the streetscene.

The proposal would preserve the character and appearance of the Conservation Area and would comply with the requirements of the Planning (Listed Buildings and Conservation Areas) Act 1990.

No objections.

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.

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.

Policy P2 of the Core Strategy acknowledges that enhancing and protecting the Borough's unique character can lead to improvements in quality of life and can also help to boost the visitor economy and inward investment. It states that the Council will protect and enhance the borough's character, the distinctiveness of its town centres, housing areas and countryside and the qualities of its landscape. Saved UDP policy BE/17 is also relevant to development that affects a Conservation Area.

Policy JP-P2 also states that *'we will proactively manage and work with partners to positively conserve, sustain and enhance our historic environment and heritage assets and their settings'*.

The application seeks consent for the relocation of an existing advertisement unit. The unit would be relocated approx. 95 metres along Manchester Road, replacing an existing bench on the footpath between Railway Brow and Bluepits Bridge.

Given the presence of the Conservation Area, and a number of locally listed buildings, consultation has been undertaken with the Council's Conservation Officer. The proposed sign would be the same size as the existing and its new position would not materially alter its prominence within the street scene.

In light of the above, it is not considered that the proposed advertisement unit would have an adverse impact on the significance of the Conservation Area or the setting of the nearby locally listed buildings.

Policy DM1 sets out the general development requirements and establishes that proposals should not adversely impact on highway safety. To fully assess this matter consultation has taken place with Highways, who have confirmed no objection to the application subject to the proposed sign being set back to the rear of the existing adopted footway. Additionally, the sign must not obstruct the current highway signage. A condition is recommended to ensure that the advertisement unit does not endanger persons using the highway or obscure any existing highway signage. As such the application is considered to be acceptable in terms of highway safety and in accordance with policy DM1 in this regard. There are no additional public safety concerns with the application and as discussed above the application is considered to be acceptable in terms of amenity.

Therefore, in light of the above assessment, it is concluded that the proposed advertisement would result in a satisfactory standard of visual appearance with no negative impact on public safety or the amenities of the surrounding area, and no harm to the significance of designated and non-designated heritage assets. As such the application accords with policies P3, P2 and DM1 of the adopted Rochdale Core Strategy, saved UDP policy BE/17, Policy JP-P2 of PfE and the requirements of the National Planning Policy Framework.

RECOMMENDATION: Grant subject to conditions

Standard conditions

Notes for Applicant:

This consent relates to the following list of plans:

- MUPI 2m2 Paris 2 Model. Drg no. A/47732051/ 01. Rev A
- Site Maps and Visuals. Submitted on 30/10/2023

Report Author Bob Melling