

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
22/01323/ADV	Jake Powell	08/12/2022

Address: Land To The Side Of 38 Manchester Street, Heywood

Proposal: Replacement of existing adverting board with one internally illuminated digital poster panel.

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

RECOMMENDATION	REFUSE
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CHECKED AND SIGNED OFF BY: AT

DATE: 14.12.2022

SITE

The site relates to land adjacent to No. 38 Manchester Street Heywood. The immediate vicinity is characterised by a mix of uses, including a workshop in light industry use to the south and west. To the north is the property No. 38 Manchester Street, which is currently in use as a domestic appliances and furniture shop. To the east is a grass verge, and Manchester Street. To the far side of Manchester Street, is some residential flats.

The site at present comprises 2 advertisement hoardings.

PROPOSAL

The application seeks permission for the removal of one of the existing hoardings, and the installation of one digital LED screen mounted on a full width stand, facing towards Manchester Street.

The screen would measure 6.2 metres in width and 3.3 metres in height and would be raised above ground level by 2 metres.

The application form indicates that the screen would display static advertisements, and the screen would have a maximum illuminance of 300 cd/m². No further information has been given.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – July 2021

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

P3	Improving design of new development
T2	Improving Accessibility
DM1	General development requirements.

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
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RELEVANT SITE HISTORY

No relevant site history.

CONSULTATION RESPONSES

Highways

The proposed site appears to be an established site for advertisement hoardings and the introduction of the new arrangement would appear to be acceptable.

The site is set back from the classified road and is not located on a busy junction.

Highways raise no objection and request no specific planning conditions.

Environmental Health

Given the close proximity of the adjacent homes, the advertising hoarding is likely to give rise to complaints of light nuisance and general disturbance, as such we cannot support the application.

REPRESENTATIONS

In accordance with the Council's adopted code of practice for advertisement applications, no direct publicity was issued.

ANALYSIS

Amenity: P3, DM1 and NPPF

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.

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.

Whilst the signage display already in place at the site is recognised not to have formal consent, it is noted that the locality of the site exhibits a range of signage from advertising hoardings to backlit signage for commercial properties. As such the introduction of advertising signage on the site would not be seen to be out of character. The proposal details the installation of signage which would feature digital LED lighting which would bring a different dimension to the area. However, it is considered that, on balance, the signage scheme in this particular location would not appear unacceptably dominant or lead to an excessive clutter in the street scene.

Given the nature and location of the site, and the mix of uses within the surrounding area, it is considered the proposed digital screen would be result in no adverse impact to the character and appearance of the area.

However, the proposed signage would be directed towards some residential properties to the other side of Manchester Street. The proposed development would be sited opposite and facing the neighbouring properties at The Gateway, which is a four storey block of residential properties. These neighbouring properties have habitable room windows which would have a clear view of the proposed development. Given the close proximity of the adjacent homes, the advertising hoarding is likely to give rise to complaints of light nuisance and general disturbance. Therefore it is considered that the proposed development would result in an unacceptable impact on the amenity of neighbouring occupiers, in conflict with Policies P3 and DM1 of the Rochdale Core Strategy and the guidance contained within the National Planning Policy Framework.

Public Safety: P3, T2 and NPPF

Policy P3 and Policy T2 of the Core Strategy requires all development proposals, to adhere to high standards of design and principles relating to accessibility and highway safety.

The application has been reviewed by a Council Highways Officer, who raised no objection to the proposed advertisement. There site is an established site for advertisement hoardings and the replacement of one existing hoarding with a digital display would be acceptable.

Furthermore, due to the positioning of the site away from the classified, in conjunction with that the site is not located on a busy junction, it is considered that the proposed advertisement would not result in a detrimental impact on highway safety.

The proposal is therefore considered to have an acceptable impact on public and highways safety and is therefore in accordance with Policy P3, T2 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

RECOMMENDATION

REFUSAL for the following reason:

By reason of its siting, scale and design, the proposed illuminated digital advertising panel would have an unacceptable impact on the amenity of the occupiers of the flats on the opposite side of Manchester Street as a result of light nuisance and general disturbance. The proposed development is therefore contrary to the residential amenity aims of policies P3 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.