

Report to Planning and Licensing Committee



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| Date of Meeting | 06 February 2020 |
| Portfolio | Councillor Carol Wardle, Cabinet Member for Planning, Development & Housing |
| Report Author | Alison Truman |
| Public/Private Document | Public |

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| Application: 19/00783/ADV | Township: Rochdale | Ward: Central Rochdale |
| Appeal Reference: APP/P4225/H/19/3237053 | | Decision level: Delegated |
| Site Address: Land adjacent to 89A Whitworth Road, Rochdale OL12 0RD | | |
| Proposal: Replacement of existing illuminated 96-sheet advertisement with internally illuminated LED 48-sheet (6m by 3m) advertisement | | |
| Applicant: Mr Ben Porte | | Agent: n/a |
| Planning Inspectorate Decision: Appeal Allowed – 30 th December 2019 | | |
| <ul style="list-style-type: none"> – The appeal related to one of the conditions imposed on the above advertisement consent, stating that, among other things, the digital displays shall not change more than once every two minutes. The applicant appealed on the basis that the time limit should be changed to 10 seconds. – The reason for the condition related to highway safety, based on advice from the Highway Authority that this was necessary to prevent drivers from being distracted by seeing more than one advertisement each trip. – The Inspector accepted that the ability to change the static image at 10 second intervals would draw greater attention of passing drivers, cyclists and pedestrians. However, there is no evidence that indicates that any such additional attention would be significantly greater than that associated with the display changing every 120 seconds, or indeed the existing larger static hoarding, nor that it would cause substantially more confusion leading to adverse highway safety conditions. – The Inspector therefore did not find any significant harm to public safety and allowed the appeal to amend the condition. | | |