

Report to Planning and Licensing Committee



Date of Meeting	5 <sup>th</sup> November 2020
Portfolio	Councillor Carol Wardle, Cabinet Member for Planning, Development & Housing
Report Author	Mubeen Patel
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<b>Application:</b> 19/01259/ADV	<b>Township:</b> Rochdale	<b>Ward:</b> Castleton
<b>Appeal Reference:</b> APP/P4225/H/20/3254886		<b>Decision level:</b> Delegated
<b>Site Address:</b> 776 Manchester Road, Castleton OL11 3AW		
<b>Proposal:</b> Upgrade of existing 48 sheet advert to support digital poster and display of logo panel		
<b>Applicant:</b> Clear Channel UK		<b>Agent:</b> GL Hearn
<b>Planning Inspectorate Decision:</b> Appeal Allowed – 17 <sup>th</sup> September 2020		
<ul style="list-style-type: none"> <li>– The above application was approved by the Council. Condition 8 of the approval stated that display on the advertisement shall not change more than once every 30 seconds. The appeal was to vary the above condition and proposed that the display should not change more than once every 10 seconds, rather than every 30 seconds.</li> <li>– The Council in making its decision argued that research indicates digital roadside advertising is not inherently unsafe but should be operationally managed in accordance with site specific constraints of the location and that controls over the use of digital adverts should follow the best practice guidelines and should be secured by special condition, with more careful management required in higher risk locations.</li> <li>– Durban Street which is the closest side street off Manchester Road leads directly to St Edwards Primary School. As such this part of Manchester Road is extremely busy during morning rush hour and after school from both cars going to drop off/ pick children, and from parents and school children walking to go to school/go home. A pedestrian island is also located in front of the signage on Manchester Road which is used by school children and parents to cross, and therefore distraction from changeovers could lead to collision and possible injury.</li> <li>– However, the inspector views that the bulk of journeys are very likely to be at speeds of at least 20 mph. At travel speeds lower than this, drivers would see more changes over this same distance, but they would also be moving at lower speed which can reduce the risk of accident or at least its severity.</li> <li>– Although the inspector agrees that a condition controlling the length of each display is necessary and reasonable given the site's position and the nature of the digital display, he goes on to state that 'even so, the length of change imposed is not necessary given the highway conditions in the area despite the site's proximity to the primary school.</li> <li>– The Inspector views that the 10 second limitation would not compromise driver's attention for long periods of time or necessarily increase the potential for accidents to occur and expresses that while this may be in line with the industry approach, he has considered the appeal on its own planning merits.</li> </ul>		