

PLANNING STATEMENT

APPLICATION FOR EXPRESS CONSENT: TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

Dear Case Officer,

Advertisement at Land adjacent 73 Rochdale Road Manchester M4 4HY

PLANNING PORTAL REFERENCE: PP-11872322

Please find attached, an application for express consent for:

The replacement of a freestanding 3.9m wide x 5.9m high advertisement with a 6m wide x 3m high advertisement.

The application comprises the following documents and drawings:

- MRR1 Site plan
- MRR2 Location plan
- MRR3 Specification drawing
- This Planning Statement

The site forms part of the southwest corner of a surface car park adjacent to Rochdale Road, an arterial route, the main A664 and less than a half a mile to the northeast of the city centre.

The site is in an overwhelmingly commercial location, which is dominated by traffic, the highway's infrastructure, and commercial premises. It typical of a main arterial route close to the city centre.

Existing display

The existing display is a non-standard 3.9m wide and 5.9m high and is orientated in a portrait format. It is freestanding and a section of dark-stained timber fencing forms a base, behind which is the car park.

The site has been used as an advertisement location for many decades and in several different iterations.

Current Layout



Proposed Layout

This proposal is for the replacement of the existing display with a standard 48 sheet sized display which is 6m wide x 3m high in a landscape format.

Proposed Layout



Grounds for Approval

Amenity

The Regulations, National Planning Policy Framework, and Planning Practice Guidance require that decisions relating to advertisements are made only in the interests of amenity and public safety. (Unlike applications for buildings, advertisements are not covered by the T&CP Act 1990 as amended by the P&CP Act 1991).

The proposed advertisement will have a smaller display area of 18 square metres than the existing display which is 23 square metres. The new display will be in a landscape orientation which will be much lower than the current display and will therefore blend more easily within the street scene.

The 48-sheet format is a common, standard size for roadside advertisements. There is an existing network of 48-sheet displays in the surrounding urban areas but there's not much in the immediate vicinity, so it cannot be said to lead to an excessive, cluttered, or uncoordinated display that would detract from the appearance of buildings, the site or the locality.

Our proposal is designed to respect the general characteristics of the locality. The advertisement will not be out of proportion with the immediate built environment.

The location can absorb the advertisement without detriment, and it will not dominate the streetscape.

Public Safety

The proposed display would be offset from the highway and would not obstruct or hinder the interpretation of highway signs or signals. There will be a clear, visibility splay of more than 50m.

The site has been used as an advertisement for decades without causing any safety issues.

Heritage

The site is not near any conservation areas. It is adjacent to the Marble arch pub which is grade 2 listed, but it does not adversely affect the siting of the building, it only serves to screen some of the featureless and unsightly rear of the property. The new display however will enhance the siting of the Marble Arch due to the reduction in size and change in orientation of the new display,

Illumination

This section of Rochdale Road is a well-lit roadway, meaning that the ambient effect of the proposal is sufficiently contained, in accordance with the guidance set out by the Institute of Lighting Practitioners (ILP). Their guidance recommends that advertisements in urbanised, well lit, areas '*should not exceed 300cd/m² at night*'.

During the daytime, the illumination will be adjusted by light sensors to make the image visible but not overly bright in the ambient light.

Summary and Conclusion

The proposal is consistent with the themes and objectives of the national planning policy framework.

Should you require any additional information or if you think that there is anything else that we can add to the application to improve it, then please do not hesitate to get in touch, as we are very receptive to constructive discussions.

Yours faithfully,

A handwritten signature in black ink that reads "Tim Spottiswood". The signature is written in a cursive, slightly informal style.

Tim Spottiswood

23rd January 2023