

DELEGATED REPORT

Application Number	22/0969M
Proposal	Advertisement consent for the upgrade of existing advertisement billboard to a digital LED advertisement
Location	South Side, HIBEL ROAD, MACCLESFIELD
LDFC	05-May-2022
Expiry Date	29-Jul-2022
Constraints	Rail 20m Buffer Contaminated land Macc Planning Interest Area MBC Local Plan Borough of Macclesfield Boundary MBC Local Plan Macclesfield Local Plan Boundary MBC Local Plan Boundary of Town Centre MBC Local Plan Environmental Improvement/ New Open Space/

SITE DESCRIPTION AND CONTEXT

The application relates to South Side, located at Hibel Road, in a boundary of town centre and existing open space area. The main use of the site is as a grass verge adjacent to the road.

DETAILS OF PROPOSAL

Advertisement consent is sought to upgrade the existing advertisement billboard to a digital LED advertisement.

RELEVANT PLANNING HISTORY

11/2643M- Variation of condition 3 on application 08/1382P

09/2546M- Reserved matters application for car parking at Gas Road. Following outline planning application 08/1382P

08/1382P- Outline planning for car parking- Approved 01.12.2008

POLICIES

Cheshire East Local Plan Strategy (CELP)

MP 1 Presumption in Favour of Sustainable Development

SD 1 Sustainable Development in Cheshire East

SD 2 Sustainable Development Principles

SE 1 Design

Macclesfield Borough Local Plan - saved policies (MBLP)

DC51 Advertisements

DC52 Illuminated Advertisements

Other Material Considerations

National Planning Policy Framework (2019)

CONSULTATION (external to planning)

Macclesfield Town Council- Commented that they accept that the sign is smaller than the current sign and further set back, but ask that CEC ensure it will not be a distraction to drivers.

REPRESENTATIONS

None received

OFFICER APPRAISAL

Paragraph 136 of the NPPF states that;

'The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'

Saved Policy DC51 of the Macclesfield Borough Local Plan seek to ensure in brief, that proposals have no material harm to: the appearance of the building, visual amenity of the surrounding area and public safety.

As the proposed advertisements will be illuminated, it would need to comply with policy DC52 for it to be considered acceptable. The policy supports proposed advertisements which relate to the appearance of the building, are unobtrusive, have a quality which enhances the signage, is discreet and only has one hanging sign.

The main issue for consideration in determining this application is the impact that the signage will have on visual amenity and public safety.

Visual Amenity

Policy SE1 of the CELPS states that development proposals should make a positive contribution to their surroundings. MBLP policy DC51 states that advertisement proposals will normally be granted provided that they would not materially harm the appearance of the building or the visual amenity of the immediate neighbourhood.

The proposed signage is of a modern design and would be located adjacent to an entrance point at Hibel Road roundabout. The proposed signage would include a digital 48 sheet panel and would be mounted on 4no. steel support beams. The highest edge of the sign would be 3.5 metres above ground level with the base of the advertisement starting at 2.0 metres above ground level. It is the view of the case officer that the signage would appear acceptable while serving its purpose and would not detract from the street-scene to such a level to warrant a refusal of advertisement consent. The impact of this signage on visual

amenity is considered to be acceptable.

Public Safety

MBLP policy DC51 states that advertisement proposals will normally be granted providing that the proposal would not materially harm public safety.

The proposed signage is considered to be appropriately scaled and positioned in order to ensure no adverse impact on public safety. Further to this, it is considered that the signage would not result in a traffic hazard as a distraction to road users, impair sight lines, traffic signals, or vehicular or pedestrian manoeuvrability.

It is important that the level of brightness for the illuminated signage is appropriate for its setting, which in this case is an urban setting and does not have a detrimental impact on the amenity of the area or highway safety. The Council's Head of Strategic Infrastructure (Highways) has confirmed that they are satisfied that all road users will not be dazzled or distracted by the proposal. They have no objections to the proposal subject to a condition limiting the maximum luminance levels to 300cd/m².

Accordingly, no public safety issues are anticipated and, the proposal would comply with saved policy DC51 of the MBLP and the Cheshire East Council Highways Standing Advice.

Other Matters

The town councils concerns over a distraction to drivers is acknowledged, however, the display will portray static images that change no more frequently than every ten seconds and will transition between images instantly. Additionally, the Head of Strategic Transport was consulted and had no objections to the proposed signage and therefore it is considered to be acceptable in terms of vehicle safety.

CONCLUSION

The proposed signage is acceptable in principle and is unlikely to cause any significant visual amenity or public safety issues. As such, the proposed signage complies with the local development plan and the NPPF and is recommended for approval.

Standard conditions

- Five years
- Approved plans
- Adverts to be well maintained
- Structures to be well maintained
- Site to remain safe when advert removed
- Permission from landowner required
- No adverts which would endanger transport
- External illumination

Any additional conditions required?

N/A

Recommendation: **Approve subject to following conditions**

Case officer: Jenny Ford

Date: 27-Jul-2022

Report and recommendation agreed DE 27.07.22

A handwritten signature in black ink, appearing to read 'J. Ford', is written over a light blue rectangular background.