

Rochdale Metropolitan Borough Council
Economy and Environment
Planning Service
Rochdale
OL16 1XU

Ref: 032-008
Via Planning Portal (reference. PP-12041528)

Date: 12 April 2023

Dear Sir or Madam,

Storage World, Old Hall Street, Middleton, M24 1AG

Consent to display an advertisement

On behalf of Storage World, please find enclosed an application for advertisement consent submitted for external signage at the above address ('the site').

This application is submitted alongside a non-material amendment to planning permission reference 21/01665/FUL under Section 96A of the Town and Country Planning Act 1990 at the site.

This non-material application submission comprises the following:

- Application form
- Application fee (£132)
- This cover letter
- MH1313-100 - Location Plan
- MH1313-105/E - Proposed Site Plan
- MH1313-107/D - Proposed Elevations
- Signage Schedule

Context

The application site relates to a building occupied by Storage World located between Harbord Street, Old Hall Street and Townley Street, Middleton.

The relevant planning history for this advertisement consent is set out below:

- 16/01189/ADV - 1no. externally illuminated fascia sign, 3no. halo illuminated individual letter signs, 1no. externally illuminated dibond tray sign, 2no. non-illuminated panel signs, 1no. externally illuminated dual-sided totem sign – Granted subject to conditions 19.4.17
- 19/01383/ADV - One internally illuminated fascia sign, one externally illuminated fascia sign, one non-illuminated fascia sign, three halo illuminated letter signs and one externally illuminated freestanding double sided totem sign – Granted subject to conditions 4.2.20
- 21/01666/ADV - One internally illuminated flex face sign and one halo illuminated letter sign on east elevation, and one externally illuminated free-standing double sided totem sign – Granted subject to conditions 19.1.22
- 21/01665/FUL – Installation of external cladding to all elevations, replacement roof, new and reconfigured ground floor access points on north and west elevations, two-storey side extension following demolition of existing side extension and re-configured car parking – Granted subject to conditions 11.5.22

The external works approved 21/01665/FUL are already underway, but the approved extension will not be built out soon due to high construction costs.

The non-material amendment application will seek approval to clad the eastern elevation of the main building and the existing loading dock so it is consistent with the remainder of the building, while this advertisement consent will seek approval for signage on the existing eastern elevation.

The proposal

This application proposes two internally illuminated signs on the eastern elevation of the building facing Townley Street (see N1 on Proposed Site Plan). While the signs are separate, they are read as one. The proposed signage is the same as approved on the eastern elevation of this extension approved through consent ref: 21/01666/ADV. The enclosed signage schedule which provides further detail on the proposed signage and should be read alongside the Proposed Elevations (MH1313-107/D) and Proposed Site Plan (MH1313-105/E).

Relevant planning policy and guidance

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that applications for planning permission be determined in accordance with the development plan unless material considerations indicate otherwise.

In Rochdale, the statutory development plan comprises of the Rochdale Adopted Core Strategy (adopted 2016) and the saved policies from the Rochdale Borough Unitary Development Plan (adopted 2006). Other relevant planning policy material to this application is included within the National Planning Policy Framework (NPPF) (2021).

Rochdale Adopted Core Strategy (2016)

Policy DM1 (General development requirements) notes that all development proposals will be expected to demonstrate that they are:

- of high quality design and enhance the quality of the area
- compatible with surrounding land uses
- do not affect the amenity of neighbouring residents or users through visual intrusion, overbearing impact, overshadowing or loss of privacy

Policy P2 (protecting and enhancing character, landscape and heritage) seeks to, amongst others, conserve, enhance and promote key heritage assets, both statutory and non-statutory, including consideration of their settings. Key heritage assets in the borough include Conservation Areas.

Policy P3 (improving the design of new development) requires all development to adhere to high standards of design. Development should follow certain design principles, including the:

- enhancement of the borough's identity and sense of place, through respecting its context
- ensuring buildings respond positively to the townscape
- design of buildings is sufficient so their quality and appearance can be maintained over time

Rochdale Borough Unitary Development Plan (2006)

Policy BE/17 (New Development Affecting Conservation Areas) states that development proposals that preserve or enhance the character of a conservation area will be permitted. The following design principles should be taken into consideration:

- the relationship to existing buildings, the site and wider surroundings
- its design

- the retention replacement and restoration of historic features and details of buildings, walls, paving and street furniture
- the design and siting of advertisements
- the design and siting of car parking facilities

Middleton Town Conservation Area Appraisal (2008)

The Middleton Town Conservation Area was designated in 1978. The Middleton Town Conservation Area Appraisal (MTCAA) was prepared as a basis for development management, improvement initiatives and future management of this conservation area.

The conservation area boundary was extended in 2009 to include the area to the north, east and south of the application site but does not include the application site.

National Planning Policy Framework

Paragraph 136 states that the quality and character of places can suffer when advertisements are poorly designed and sited.

Key considerations

The principle of this signage at this site has already been accepted through the previous consent (ref: 21/01666/ADV), alongside two further advertisement consents (refs: 16/01189/ADV and 19/01383/ADV).

The proposed signage will be the same as previously approved in the most recent consent (ref: 21/01666/ADV), albeit erected on the eastern elevation of the existing building as opposed to the extension approved through planning permission ref: 21/01665/FUL.

The proposed signage is set further back from Townley Street than previously consented on the extension and therefore not would impact not the visual amenity of the wider area.

The previous consent ref: 21/01666/ADV was subject to several conditions to ensure that the signage would not impact on highways users or the wider public, including restriction on illumination level to 550 cd/m.

The conservation officer raised no objections to the signage previously consented (ref: 21/01666/ADV), on the basis that advertisement consent was previously granted at the same site (ref: 19/01383/ADV).

The proposed signage will relate well to the existing building and the surrounding area and has been accepted in principle in this location through the previous advertisement consent (ref: 21/01666/ADV). The proposals would not have a detrimental impact on the setting of this part of the conservation area.

The proposals are therefore in accordance with policies DM1, P2 and P3 of the Rochdale Adopted Core Strategy, policy BE/17 of the Rochdale Borough Unitary Development Plan and paragraph 136 of the NPPF.

We trust the above is sufficient to validate and consider the application and we look forward to hearing from you at your earliest convenience.

Yours faithfully,

A handwritten signature in black ink that reads 'Thomas O'Kane'.

Thomas O'Kane

cc: Storage World

enc: As above