04th January 2021

Development Management
Rochdale Borough Council
Floor 3, Number One Riverside
Smith Street
Rochdale
OL16 1XU

Temporary Change of Use and Advertisement Consent at 11 New Road, Littleborough

Dear Sir/Madam,

Following recent correspondence with Rochdale Council Enforcement Team, Russell Homes have now submitted a temporary change of use application in regards to 11 New Road alongside seeking the temporary advertisement consent on the western and northern elevations of the property.

The Application Site

The application site is located at 11 New Road which is located on New Road (A58) and north east to the Russell Homes Development Site which was granted planning permission in for 96 Homes in January 2020 (Ref: 19/00262/FUL) and a resolution to grant planning permission for 100 Homes at Rochdale Council Planning Committee in December 2020 (Ref:20/00607/FUL).



Photograph 1: Location of the Site



Photograph 2: Western Elevation

11 New Road is within the control and ownership of Russell Homes, whilst the development Site is being constructed and until the proposed show home is completed on the development Site, 11 New Road is to be used as a temporary Sales Office.

The surrounding area is characterised by residential properties and local shops and services.

Proposal

This planning application is in two parts: Part 1) Temporary Change of Use from Residential Dwelling (Use Class C3) to Sales Office (Use Class E(g)(i); Part 2 Temporary Advertisements Consent on the property for signage on the western gable elevation and above the door on the front elevation of the property.

Temporary Change of Use

The proposal is for the temporary change of use of the residential property of 11 New Road to a Sale Office for the Stubley Meadows Development. The temporary use will allow the Russell Homes Sales Team to meet perspective buyers for the Stubley Meadows development. It should be noted under current COVID-19 regulations all appointments have to be pre-booked and only one appointment is undertaken at a time.

We are seeking a temporary change of use for a period of 9 months whilst the Sales Office on Site is built, once built the temporary sales office at 11 New Road will be closed.

Temporary Advertisement Consent

We are also seeking temporary advertisement consent for the erection of two signage's on the property of 11 New Road. The first signage is a temporary hoarding on the western gable elevation of 11 New Road and the second is a temporary hoarding along the front elevation (as shown below).

The advertisement consent on the western elevation is 5000mm x 3000m and 2200mm above the ground and will be illuminated. The Hoarding on the front of the property is 4500mm x 440mm and 1000mm above the ground over the door 2640mm.



Photograph 3: Existing Signage and Horading at 11 New Road

Planning Policy

This section sets out the national and local planning policy pertinent to this planning application.

The policy that addresses advertisement has been removed from the Core Strategy (2016) and the Saved Policies within the Unitary Development Plan. Therefore, the relevant planning policy is detailed overleaf.

Rochdale Core Strategy (Adopted 2016)

Policy SD1 Delivering Sustainable Development

This policy seeks to support sustainable development when considering development proposals and the Council will seek to take a positive approach in accordance with the framework of sustainable development contained in the National Planning Policy Framework.

Policy DM1 General Development Requirements

This policy sets out the criteria that needs to be adhered to and demonstrate. The criteria specific to this application are as follows:

a) Are of high quality design;
b) Compatible with surrounding land uses, both in terms of its impact upon those uses and the impact of the surrounding land uses upon the amenities of future residents/users;
c) Do not adversely affect the amenity of residents of users through visual intrusion.

Saved Local Plan 1996-2016 (Adopted 2006)

The following policies from the UDP are relevant to this application:

Policy G/D/1 – Defined Urban Area

This saved policy defines the urban area. The Site is located within the Urban Area and therefore all uses that are compatible to the urban area are acceptable.

Policy BE/3 – Advertisements

This saved policy states that:

Proposals for the display of signs or advertisements will be permitted provided that they:

- Would be compatible with the character of the surrounding area including, in terms of their scale and design;
- Would not dominate or adversely affect the appearance of the buildings;
- Would not create a danger or distraction to road-users; and
- Would not obstruct the free passage of pedestrians.

Planning Policy Context

Determining Planning Applications

Section 38 of the Planning and Compulsory Purchase Act (2004) requires Local Planning Authorities to determine planning applications in accordance with the statutory Local Plan, unless material considerations indicate otherwise. If the Local Plan contains material policies or proposals and there are no other material considerations, the application should be determined in accordance with the Local Plan. Furthermore, where there are other material considerations, the Local Plan should be the starting point, and other material considerations should be taken into account in reaching a decision.

Principle of Development

The application proposals form two parts, a temporary change of use from a residential dwelling (C3) to a Sales Office (E(g)(i) as defined in the General Use Class Order as amended

in September 2020, and the temporary erection of advertisements (signage and hoardings erected on 11 New Road). Each part is discussed in turn.

Part 1: Temporary Change of Use

The application Site is located within the defined urban area of Littleborough in accordance with the saved Local Plan. As such the proposed change of use to a sales office is by definition considered to be a compatible use for the urban area.

Use Class E(g)(i) is defined *as "Uses which can be carried out in a residential area without detriment to its amenity: Offices to carry out any operational or administrative functions."*

Further to this, Core Strategy Policy DM1 requires any compatible use to adhere to a number of criteria. In accordance with the necessary criteria the proposed sales office will form an administrative function until the completion of the sales office on Site. Any appointments under COVID-19 regulations are by appointment only, and will be appropriately managed. There are no other functions to be serviced from the property.

In addition to the above, it is only proposed that the property be used as a Sales Office for temporary period of 9 months whilst the construction of the on-site Sales office at the Stubley Meadows development adjacent is completed.

The principle of the temporary change of use is policy compliant as it accords with the criteria of Policy DM1 and is located within the defined urban area as defined by Saved Policy G/D/1. Therefore, the principle of the proposed change of use is acceptable in principle accords with the Development Plan.

Part 2: Temporary Advertisement Consents

The principle of the signage erected on 11 New Road (as shown in photograph 3) is acceptable, subject to being acceptable to other material considerations as set out in Saved Policy BE/3.

Impact on Resident Amenity

The hoarding on the front elevation will have a negligible impact on local residential amenity and as such is considered to be acceptable. The hoarding on the western elevation although it is more visible is not directly located in front of any residential property and is faces the road and not the habitable windows of other residential properties along New Road, and is therefore considered to be acceptable.

Compatible with the surrounding character of the area

The proposed signage has been designed to be of a high quality and is compatible with the surrounding character of the area. The proposed signage is in keeping with other examples of signage in the wider locality and is sympathetic and of a size to not have an adverse impact. Therefore, it is considered that this signage is acceptable.

The both signage's are only for a temporary period of 12 months, and will be removed at the end of this period.

Impact on Appearance of the Building

The design of the signage has taken into consideration the bespoke stone property and has been designed to be sympathetic to this feature. It is considered that the proposed signage does not have a negative impact upon the appearance of the building.

Impact on Road-Users

The hoarding along the front elevation of the property will have a negiglbe impact on road users and will not distract any user. The hoarding on the western elevation does face the highway for people travelling east along New Road. However, the property faces a straight part of New Road and not on a corner or aspect that would cause a driver to miss any turn or hazard. It is considered that the signage would not distract any road users and is smaller than an average advertisement hoarding, and as such is considered to be acceptable.

The signage on the western elevation will be illuminated during the night time hours, but is of a level that would not cause distractions. The illuminations have less ## than that of an average street light.

Obstruction of Pedestrians

Both signage is located on 11 New Road and do not obstruct any pedestrians using the footpath along New Road.

Summary

In summary, it is considered that the principle of the temporary change of use for 9 months from a residential dwelling to a sales office is acceptable and is in accordance with the development plan.

It is also considered that the proposed temporary signage erected on the property of 11 New Road for 12 months is also considered to be acceptable.

It is therefore, considered that the proposed temporary change of use and advertisement consent should be granted planning permission.

Application Submission

The application has been submitted via the Planning Portal with reference PP-09369193, accompanied by a suite of supporting documents. These documents include:

- 19002 SAL 05 – Location Plan and Elevations;

The proposed development has a requisite planning application fee of £594.; This has been direct online to the Planning Portal.

We consider the submitted details above and the justification set out within this letter to be appropriate to validate and determine the planning application, and the application is in accordance with the development plan and should be granted planning permission.

I look forward to hearing from you in due course.

Yours Sincerely,



Thomas Relph

Land and Planning Manager