

APPLICATION NUMBER: 22/01552/ADV

## DELEGATED DECISION CHECKLIST AND REPORT

| APPLICATION NO. | CASE OFFICER | DATE                           |
|-----------------|--------------|--------------------------------|
| 22/01552/ADV    | Bob Melling  | 23 <sup>rd</sup> February 2023 |

**Address:** Heywood Distribution Park, Broadlands Unit B6, Pilsworth Road,  
Heywood, OL10 2TS

**Proposal:** One fascia sign (3D lettering) on front elevation

|           |                            |     |                       |     |
|-----------|----------------------------|-----|-----------------------|-----|
| PUBLICITY | Weekly list expired?       | Y   | Site notice expired?  | N/A |
|           | Neighbour letters expired? | N/A | Press Notice expired? | N/A |

|            |                                                             |   |                                        |   |
|------------|-------------------------------------------------------------|---|----------------------------------------|---|
| DELEGATION | Significant departure from local plan?                      | N | Contrary to national policy?           | N |
|            | Applicant a Council Member or officer?                      | N | Contrary to previous decision?         | N |
|            | Major with 10 or more objections and recommending approval? | N | Called in or Planning Panel objection? | N |

|          |                                   |   |
|----------|-----------------------------------|---|
| COMMENTS | Planning Panel comments received? | N |
|          | Neighbour comments received?      | N |

|     |                                                  |   |
|-----|--------------------------------------------------|---|
| EIA | Screening opinion completed and saved to Onbase? | N |
|-----|--------------------------------------------------|---|

|            |                                                                      |     |
|------------|----------------------------------------------------------------------|-----|
| CONDITIONS | Pre-commencement conditions proposed?                                | N   |
|            | Pre-commencement conditions agreed (or notification period expired)? | N/A |

|                |                             |
|----------------|-----------------------------|
| RECOMMENDATION | Grant subject to conditions |
|----------------|-----------------------------|

CHECKED AND SIGNED OFF BY: RC

DATE: 27.02.23

### SITE

The application relates to existing Unit B6 at Heywood Distribution Park which is located at the north western end of the wider site. The unit is an employment unit used for general industry (Class B2) and distribution (Class B8). Heywood

Distribution Park is a Primary Employment Zone and until its expiration in April 2020, the site formed part of a Simplified Planning Zone (SPZ). The application site is accessed through the main distribution park entrance on Pilsworth Road and along the internal estate roads. The surrounding uses are predominantly industrial, with the northern site boundary being formed by the East Lancashire Railway line. To the north of the railway line lies residential development.

## **PROPOSAL**

Permission is sought a fascia sign to the front elevation of Unit B6. The sign would comprise a white aluminium tray with coloured 3D lettering reading 'Innovation Lab'. The base of the sign would be set 1.6m from ground level and the tray would feature a height of 0.8m and a width of 3.66m. The 3D lettering would be powder coated aluminium, with the word 'Innovation' in RAL7047 and the word 'Lab' in RAL4008.

## **RELEVANT PLANNING POLICY**

### National Guidance

National Planning Policy Framework (NPPF) – February 2019

National Planning Practice Guidance (NPPG)

### Adopted Rochdale Core Strategy (CS):

|            |                                                 |
|------------|-------------------------------------------------|
| <b>E3</b>  | Focusing on economic growth corridors and areas |
| <b>P3</b>  | Improving Design of New Development             |
| <b>DM1</b> | General Development Requirements                |

### Saved Rochdale Unitary Development Plan (UDP) Policies:

|              |                          |
|--------------|--------------------------|
| <b>G/D/1</b> | Defined Urban Area       |
| <b>EC/2</b>  | Primary Employment Zones |

## **RELEVANT SITE HISTORY**

Not applicable.

## **CONSULTATION RESPONSES**

### Highways

The Highway Authority was consulted on the proposal. The Officer confirmed that the proposed signage is remote from the adopted highway network and so should have no impact on its safe operation. On this basis, Highways raise no objection to this application and request no specific planning conditions.

### Environmental Health

No comments were submitted.

## **REPRESENTATIONS**

None received.

## **ANALYSIS**

### **Amenity**

In assessing applications for advertisement consent, paragraph 136 of the NPPF establishes that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

It is well established that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. As such, with all applications for advertisements an assessment should be made as to the impacts on visual amenity and to accord with policy P3 of the Core Strategy; signs should be compatible with the surrounding area and protect the character and appearance of the host building and street scene. In addition, Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety.

In addition, the application site is located in an area designated as a 'Primary Employment Zone' (PEZ) in Rochdale Borough Council's UDP Proposals Map. As such Saved UDP Policy EC/2 and Core Strategy Policy E3 are also relevant in the assessment of this application. Amongst other things, these promote the development of Heywood Distribution Park and support improvements to all existing employment areas within South Heywood to maintain and enhance the quality of employment premises. Nonetheless, Saved UDP Policy EC/2 permits development within PEZ's subject to the following criteria being met;

- a) Being of an appropriate scale and character to the area;
- b) Will cause no unacceptable environmental or amenity problems in the employment area or adjoining areas; and
- c) Will cause no unacceptable traffic problems and have adequate on-site provision for parking, servicing and manoeuvring.

The application would see the installation of one fascia sign to the front elevation of Unit B6. The fascia sign would read 'Innovation Lab' and would be fabricated in aluminium. The sign would be of an acceptable scale and design and is not considered to detract from the character and appearance of the wider area. Whilst the sign would be visible from the internal estate road and adjacent units, it is not considered to be a prominent feature due to it being set back from the road and of a small scale. On this basis, it is considered that the sign would be adequately designed.

Further to this, it is considered that the proposal would not result in undue harm to the amenity of the employment area given the small scale of the proposed signage and the separation distance from other units. The application, therefore, accords with policies DM1, P3 and E3 of the Core Strategy, Saved UDP Policy EC/2 and the requirements of the NPPF..

**Public Safety: P3, T2 and NPPF**

Policy P3 and Policy T2 of the Core Strategy requires all development proposals, to adhere to high standards of design and principles relating to accessibility and highway safety. The Council's Highways Officer was consulted on the proposal. The Officer noted that the proposed signage is remote from the adopted highway network and therefore, should have little highways impact. As such, Highways raise no objection to this application and request no specific planning conditions.

On this basis, the proposal is considered to have an acceptable impact on public and highways safety in accordance with Policy P3, T2 and DM1 of the Rochdale Core Strategy and the NPPF.

**RECOMMENDATION: Grant subject to conditions**

Standard conditions, plus informative:

This consent relates to the following plans:-

- Location Plan. Drg no. 0001. Rev. P5
- Main Elevation as Existing and Proposed for Signage. Drg no. 0210. Rev. C4
- Proposed Signage Location Plan. Drg no. 0003. Rev. P1
- Proposed Signage Details.

Report Author Bob Melling