

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
22/01421/ADV	Majid Mir	19 January 2023

Address: Kingsway Retail Park, Kentucky Fried Chicken Gb Ltd Kingsway
Rochdale OL16 5DB

Proposal: Various signs including alterations and replacement of existing signs comprising of internally illuminated entrance portal sign, 5 no. internally illuminated fascia signs, 1 no. totem sign, 3 no. direction signs, new internally illuminated projecting light box sign and various new vinyl signs

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

RECOMMENDATION	REFUSE
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CHECKED AND SIGNED OFF BY: L.Ashworth

DATE: 30.01.23

SITE

The application site relates to the Kentucky Fried Chicken (KFC) restaurant and drive-through located in the Kingsway Retail Park, Kingsway, Rochdale. The site is located within a retail park where the majority of the nearby properties are commercial units. On the opposite side of Kingsway there is a car showroom, MOT and service centre, along with some residential properties. The KFC unit is located close to the entrance to the retail park and the side of the site runs alongside Kingsway. The site occupies a prominent position in the retail park which can be viewed from numerous vantage points and by passing users of Kingsway. The site is allocated as being within a Primary Employment Zone.

PROPOSAL

The application seeks advertisement consent for various signs around the site as well as on the building. Some proposed signs do not require advertisement consent as they are deemed to have consent. As such they have not been considered within the application. The applications seeks advertisement consent for the following:

- 1 Totem sign – The existing internally illuminated totem sign is to be retained and re-skinned, finished in black RAL 9005 with new vinyl graphics applied.
- 2 pairs double sided traffic Direction signs - The existing non illuminated traffic directional sign is to be retained. The frames are to be sprayed black RAL 9005. Signage panels to be replaced with new digitally printed vinyls fitted with reflective film.
- 1 hanging sign – The existing non-illuminated goal post height restriction sign is to be retained and resprayed white RAL 9003. Signage panel to be replaced with new to match latest spec.
- 1 leader board sign – The existing internally illuminated leader board is to be retained, prepared and sprayed black RAL 9005.
- 1 menu board sign – The existing internally illuminated menu board is to be retained, prepared and sprayed black RAL 9005.
- 1 speaker post sign – The existing internally illuminated speaker post is to be retained, prepared and sprayed red RAL 3020.
- 1 banner sign – The existing non-illuminated banner sign is to be retained, prepared and sprayed black RAL 9005.
- 1 internally illuminated entrance portal sign – The proposed sign would be illuminated with a white colour and would be diffused. The proposed sign would be installed to the front and around the main entrance to the building.
- 1 internally illuminated projecting lightbox sign – The proposed lightbox would be constructed out of aluminium, and powder coated in RAL 9005 (semi gloss), The proposed sign would be internally illuminated by Sloan LED Prism lights.
- 5 internally illuminated fascia signs. The application proposes 2 'KFC' signs in a white font and red background. The proposed signs would be placed on

each side of the front and side elevation of the 'tower'. The side elevation faces westwards towards the Kingsway.

The third proposed fascia sign would wrap around the canopy. It would have a red background and 'KFC' in white on the side elevation facing westwards towards the Kingsway. 'Collect' and 'always fresh always original' would be located on the rear elevation of the canopy. The text would also be in white.

The fourth sign would be a 'KFC' sign in white font and a black background. This side would wrap around the front and side elevations. It would be the main front fascia sign.

The fifth fascia sign would consist of the image of the 'colonel'. The proposed sign would be 1.8m tall.

- Vinyl signs. The application proposes multiple vinyl signs. They would consist of:
 - o 1 'Our place or yours' placed on top of cladding on the side elevation facing westwards.
 - o 1 'Collect' sign placed on top of the cladding on the rear elevation.
 - o 1 Feather vinyl graphic applied directly to the elevation on the east side of the building. The proposed vinyl sign would be applied to brickwork that has been painted black. The feather vinyl graphic would be approximately 4m tall and approximately 4.9m wide. The wall to be painted black would be approximately 4m tall and approximately 4.9m wide.
 - o 1 Chicken vinyl graphic applied to the elevation on the west side of the building and facing towards Kingsway. The vinyl graphic will be applied directly to the brickwork that has been painted black. The chicken vinyl graphic would be approximately 3.9m tall and approximately 2.8m wide. The wall to be painted black would be approximately 4m tall and approximately 4.75m wide.
 - o 1 Fly poster vinyl graphic applied to the rear and side elevations of the building. The vinyl graphic will be applied to the south, west and east elevations of the building. The vinyl graphic would be applied to brickwork that has been painted black. The vinyl graphic would be approximately 18.9m wide and approximately 2.7m tall.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

SO3	Improving design, image and quality of place
P3	Improving design of new development
T2	Improving Accessibility
DM1	General development requirements.

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
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RELEVANT SITE HISTORY

99/D35865 Non-Food Retail Park and Fast Food Unit (Amended Plans) – Granted

99/A4851 Various Internally Illuminated Low Level Customer Information Signs and Non-Illuminated Traffic Signs - Granted

99/A4852 - Internally Illuminated Pole Mounted Logo Sign to Road Frontage of Restaurant - Granted

99/A4853 Externally Illuminated Wall Mounted Signs - Granted

02/D39899 Erection of Restaurant with Drive-Thru Facility - Granted

02/D39900 Erection of Restaurant with Drive-Thru Facility (Duplicate Application) - Granted

02/A5168 Various Illuminated and Non-Illuminated Signs – Granted.

08/A5686 3 Internally Illuminated Fascia Signs, 2 Internally Illuminated Wall Mounted Signs and Externally Illuminated Pylon Sign – Granted.

12/56163/FUL - Erection of internally illuminated flex box logo sign to front entrance and internally illuminated letter signs to both sides of KFC tower including new red fascia panels to front, rear & side elevations together with replacement of various external illuminated & non illuminated signs – Approved - 17.12.2012

CONSULTATION RESPONSES

Highways And Engineering

The main issue in relation to this application is any impact the signage would have on the existing signalised junction on Kingsway.

From the submitted plans it would appear that the sign with potentially the most impact would be the totem sign on the sites frontage to Kingsway itself. However as the sign is long established and proposals are to re-skin the sign only we do not feel that this would change the current situation.

From the submitted plans it would appear that the amendments to signage within the site would have no impact on the adopted highway network

Highways raise no objection to this application and request no specific planning conditions.

REPRESENTATIONS

No representations received.

ANALYSIS

Visual 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. Paragraph 136 also states that 'the quality and character of places can suffer when advertisements are poorly sited and designed.' It is well established that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.

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.

As listed above, the application proposes to display various adverts within the site and on the building. It is noted that a number of these are replacement signs for existing signs. These are considered to be acceptable. Of particular note is the totem sign located to the west of the site and close to the boundary with the highway. This is a large totem sign and is prominent when viewed from public vantage points along Kingsway. However, the sign has been previously granted permission and would replace the existing graphics on the totem sign. As such, it is considered to be acceptable for this application.

The application proposes to apply a number of non-illuminated vinyl graphic signs on the building. These would be applied to the west, south and east elevations of the building. This would consist of the feather, chicken and poster graphic. The feather graphic would be applied to the eastern elevation and would be visible when viewed from along Wallhead Road, however, the sign would be partially obscured by the boundary treatment and vehicles parked at the neighbouring vehicle rental shop. Additionally, it is noted that without the parked vehicles, owing to the open design of the boundary fence, the graphic would be more clearly visible.

The Chicken vinyl would be applied to the western elevation of the building. The sign would be extremely prominent owing to the size as well as the location of the sign and building. The sign would be clearly visible from Kingsway as well as the properties in the vicinity of the building. Finally, the poster vinyl sign would be predominantly sited on the rear elevation which would be screened by the neighbouring property and as such would not be as prominent. However, it would be visible from the side elevations, and in particular to the west along Kingsway.

Additionally, when the proposed signs are taken as a whole, they would represent a busy and cluttered design. Of particular note is the proposed vinyl signs that would cover a large proportion of the elevations of the building. All three vinyl signs would be floor to ceiling height, and would be 4.9m, 2.8m and 18.9m wide. The addition of the vinyl signs and the other signs proposed would lead to a substantial massing and concentration of signage within a small area. A large proportion of the building would be covered with advertisements. Additionally, the design of the poster vinyl graphics would add to the busy and cluttered feel to the building and streetscene. When viewed from Kingsway, the totem sign, the banner sign, the front and western elevations of the building would be clearly visible and would become a dominant feature within the streetscene. Additionally, the variation of signs, sizes, colours and

graphics visible from the Kingsway would add to the cluttered feel and lead to a negative impact on the visual amenity of the streetscene.

It is therefore considered that the proposed vinyl signs along with the various advertisements proposed would have a cumulative effect on the appearance and character of the building and the streetscene, The proposal would have an unacceptable negative impact on the character of building and visual amenity of the streetscene. As such it is considered the proposal is not acceptable and therefore would not accord with Policies P3 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

Public and Highways Safety

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. Policy DM1 sets out the general development requirements and establishes that proposals should not adversely impact on highway safety. The proposed advertisements would be erected adjacent to a heavily trafficked major road. Whilst it is accepted that the purpose of an advertisement is to attract attention, it is important to consider whether such adverts would have the potential to have an adverse impact on road safety.

The proposed advertisements would be sited on a plot of land located in a prominent position close to the junction between Kingsway and Wallhead Road. There is signalised turning in this location. The site is located by a retail park and numerous commercial properties. The highways department noted that the proposed totem sign would potentially have the most impact on highway safety. However, as the sign was long established and proposal is to re-skin the sign, it was considered that this would not change the current situation, and as such raised no objection.

It is therefore considered that proposal is in accordance with Policy P3, T2 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

RECOMMENDATION Refuse

1. The applicant site is located in a prominent position on the junction between Kingsway and Wallhead Road. The cumulative effect of the proposed advertisements would represent an over-concentration, creating a cluttered appearance which would detract from the visual amenity, character and appearance of the area and the street scene. The proposed advertisements are therefore contrary to Policy P3 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Notes for Applicant:

For the avoidance of doubt, the decision relates to the following drawings:-

Location Plan

Existing site & signage plan. Drawing no: 2616/2022/G120

Proposed site & signage plan. Drawing no: 2616/2022/P121. Revision: B

Existing external elevations. Drawing no: 2616/2022/P210

Proposed external elevations - Sheet 1. Drawing no: 2616/2022/P211. Revision: A
Proposed external elevations - Sheet 2. Drawing: 2616/2022/P212.Revision: A

Report Author Majid Mir