

APPLICATION NUMBER: 23/00277/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
23/00277/ADV	Aimee Bovaird	3 May 2023

Address: Stakehill Industrial Park Touchet Hall Road Middleton M24 2RW

Proposal: Two externally illuminated fascia signs to the east and north elevations

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

RECOMMENDATION	GRANT subject to conditions
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CHECKED AND SIGNED OFF BY: LA

DATE: 11.05.23

SITE

This site relates to Stakehill Industrial Park with access off Touchet Road. The building is the Fanatics Distribution Centre.

The site is within the Defined Urban Area and a primary employment zone.

PROPOSAL

The application proposes two externally illuminated fascia signs to the east and north elevations of the building.

The proposed signs will be on the east elevation and on the north elevation, they are the same.

The signs will be 0.6m high, 2.8m wide, 0.1m depth and the sign will be 12.5m off the ground.

The letters on the sign will read 'Fanatics' in white and their logo will be in red.

The proposed sign will be externally illuminated and static, the illuminance levels will be 600cd/m².

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
P2	Protecting and Enhancing Character, Landscape and Heritage
DM1	General Development Requirements

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
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RELEVANT SITE HISTORY

00/A5059 - Signs (Various Locations Within The Estate) - Approved

16/00296/ADV - One internally illuminated Directory sign and two externally illuminated Totem signs – Approved

CONSULTATION RESPONSES

Highways

The following comments were received,

'The proposed signs are remote from the adopted highway and in our opinion would not cause any undue distraction to drivers on the lightly trafficked Touchet Hall Road.'

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

REPRESENTATIONS

In line with the Council's Publicity Code for Applications, no direct publicity was undertaken and no representations have been received.

ANALYSIS

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.

Amenity

The quality and character of places can suffer when advertisements are poorly sited and designed. 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 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 the proposed location the illuminated signs will not be visible from the adopted highway, it would not be considered a distracting feature within the industrial estate. On balance the visual appearance of the signage is compatible with the character of the surrounding location.

Public Safety

Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety. 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 highways department raised no objections, it is therefore considered that the proposed signage is acceptable in terms of public safety and in accordance with policy DM1 and the NPPF.

RECOMMENDATION

Standard five conditions and the following:

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to –
 - endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - obscure, or hinder the ready interpretation of, any traffic sign, railway sign or aid to navigation by water or air; or
 - hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
6. This approval gives consent for 5 years from the date of this permission.
7. There shall be no special effects (including noise, smell, smoke, animation, flashing, scrolling, three dimensional, intermittent or video elements) of any kind during the time that any message is displayed.

Reason: In order to safeguard the amenities of the area of and neighbouring residents and to safeguard the interests of road safety in accordance with policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Notes for Applicant:

INFORMATIVE:

For the avoidance of doubt, this Decision Notice relates to the following plans:

Site Location Plan 5555-HMA-FI-ZZ-DR-A-00001
Existing Elevations 5555-HMA-FI-ZZ-DR-A-10100
Proposed Elevations 5555-HMA-FI-ZZ-DR-A-20100

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