

## DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.

24/00443/ADV

CASE OFFICER

Aimee Bovaird

DETERMINATION DATE 04.07.2024 EXT OF TIME 07.08.24

Address: KFC Kemp Street Middleton M24 4UA

**Proposal:** Various signs including alterations and replacement of existing signs comprising of double-sided, internally illuminated entrance lightbox sign, 2 no. internally illuminated fascia signs, 1 no. pylon sign, 2 no. direction signs, 1 no height restrictor sign, banner sign, poster signs and vinyl signs

|           |                            |     |                       |     |
|-----------|----------------------------|-----|-----------------------|-----|
| PUBLICITY | Weekly list expired?       | N/A | 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

**SITE**

The application relates to KFC restaurant and drive-through on Kemp Street. This is a single storey unit and makes up part of a small retail unit that also contains an ALDI. The site is accessed off Kemp Street, immediately surrounding the site is an associated carpark. At the rear boundary of the site is Middleton Crafts Market.

The site is within the defined Urban Area.

**PROPOSAL**

The application seeks advertisement consent for various signs on the building and on the site. The application seeks consent a number of vinyl signs and adverts.

The vinyl signs consist of:

- One '11 Herbs and Spices' on the north elevation, the text will be black.
- One image of a chicken on the north elevation is black and white.
- Eight vinyl sign consisting of white bow ties and wishbones.
- Vinyl sign with text 'Opening Times' Black text on white background.
- Vinyl sign with text 'Pull' white text on black background.
- Vinyl sign with text 'Hello Middleton whats cluckin?' red and white text.
- Vinyl sign with text 'KFC Delivery' white text in red background.
- Vinyl sign with text 'Delivery Entrance' white text in red background.
- Vinyl sign with text 'Pull' white text black background.
- Two Vinyl signs with text 'Moving Vehicles' white text red background.
- Vinyl sign with text 'Our Place or Yours' red and black text on cladding.
- Vinyl sign poster with various colours on cladding.

The rest of the signs consists of:

- One aluminium sign with 'KFC' lit internally 600cd/m2 with static illumination.
- One Aluminium Panel with 'Moving Vehicles No Pedestrian Access' white text on red background
- Existing Aluminium sign casing with a flex panel of Colonel and Bucket, black colonel with red boxes on white background. This will be internally illuminated 600cd/m2 static illumination. To be retained
- Lightbox internally illuminated with text 'Come on In' 600 cd/m2 static illumination.
- Aluminium frame supporting an LCD screen internally illuminated 600cd/m2 static illumination.
- Two aluminium sign case supporting lightbox with text 'KFC' internally illuminated 600cd/m2 static illumination.
- Two existing aluminium wall mounted leader boards to be retained and sprayed black. Internally illuminated 600sc/m2 static illumination.
- Existing menu board to be retained and sprayed black. Internally illuminated 600sc/m2 static illumination.

**RELEVANT PLANNING POLICY****National Guidance**

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Sub-Regional Policy

Places for Everyone

JP-P1 Sustainable Places

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

### **RELEVANT SITE HISTORY**

13/00501/FUL - Full Planning Permission for the erection of a 340.81 sqm (GIA) Class A3/A5 Drive Through Restaurant, with associated access and car parking arrangements, and Outline Planning Permission for the erection of a 836sqm Class A1 Retail Unit, with all matters reserved except layout. - Appeal Allowed

### **CONSULTATION RESPONSES**

Highways And Engineering

No objections.

Env Health - Noise/Odours

No objections.

### **REPRESENTATIONS**

No representations received.

### **ANALYSIS**

Principle Of Development

The proposed development is within the Defined Urban Area under the Proposals Map of the Unitary Development Plan (UDP). New development, wherever possible and appropriate, should be concentrated within the urban area in order to support urban regeneration and to protect the countryside.

The application is proposes multiple signage, the principle of development is considered acceptable.

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 mentioned above various adverts are proposed within the site and on the building. A number of signs are replacement signs or sign frames being resprayed. This is considered acceptable. A new signage panel is proposed on a remote shared pylon sign, this is shared with ALDI and is considered acceptable as it has been granted within a previous permission.

There are two replacement 'KFC' illuminated signs, one on the west elevation and one on the north elevation. This will be 0.9m in height and 2.7m in width. This is acceptable as it will be replacing an illuminated sign and will not result in unacceptable visual amenity.

A digital screen is proposed on the entrance elevation, 3.7 m in height and 0.8m in width. This is considered acceptable as it is not large in scale and is not considered to be dominant.

If the application is to be approved the illuminated signs can be limited via condition to have an illumination level of 600sd/m and this will mitigate any negative effect on visual amenity.

There are a number of proposed vinyl signs, the largest is a proposed chicken 2.8m in height and 2.2m in width. This is a white chicken on black cladding. The rest of the vinyl's are small in size and will not lead to a cumulative negative effect on visual amenity as they are set back from the highway. The colour black is specified to be BLACK RAL 9004 and the red will be RED RAL 3020, this is considered acceptable.

The proposal is considered to be acceptable and 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 will be located within a carpark. 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 will be located within the carpark and this will be setback from the highway. The Council's Highways Officer was consulted as part of

the application process and raised no objections as the proposal will not have a negative impact on highways safety,

It is therefore considered that the proposal is in accordance with Policy P3, T2 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF. Leader boards and menu boards are proposed to be retained and sprayed black.

### **RECOMMENDATION**

Standard six conditions, plus:-

7. The illumination level of the advertisements hereby approved shall not exceed 600 cd/m.

Reason: In order to ensure a satisfactory appearance in the interests of visual amenity in accordance with policies P2, P3 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

### **Informative**

This consent relates to the following plans:

Location Plan

Proposed External Elevations – Sheet 1 2065/2024/P211 Rev A

Proposed External Elevations – Sheet 2 2065/2024/P212 Rev A

Site Signage Plan - 2065/2024/P121 Rev A

Proposed Whole Site Signage Plan 2065/2024/P122 Rev A

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