

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
23/01091/ADV	Claire Ringwood	23 rd November 2023

Address: Plot 1, Kingsway Business Park, John Milne Avenue, Rochdale, OL16 4NR

Proposal: Two internally illuminated fascia signs (1 & 2), one double-sided freestanding internally illuminated totem sign (5), 4 information totem signs (6, 7, 8 & 9), two non-illuminated directional signs (11 & 12), two non-illuminated fascia signs (10 & 13) and three flag poles

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/A	Contrary to national policy?	N/A
	Applicant a Council Member or officer?	N/A	Contrary to previous decision?	N/A
	Major with 10 or more objections and recommending approval?	N/A	Called in or Planning Panel objection?	N/A

COMMENTS	Planning Panel comments received?	N/A
	Neighbour comments received?	N/A

EIA	Screening opinion completed and saved to Onbase?	N/A
-----	--	-----

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

RECOMMENDATION	Grant Subject to Conditions
----------------	-----------------------------

CHECKED AND SIGNED OFF BY: RG

DATE: 1 December 2023

SITE

The application relates to Plot I, in the Kingsway Business Park (KBP). Located on site is a newly constructed warehouse distribution centre/production unit together with ancillary ground, first and second floor office space, two storey transport office, associated service yard, car parking and landscaped areas. The site is located towards the southern extent of KBP. The rest of the business park extends to the south west, west and north of the site.

Residential properties are located at least 250m to the west of the site, comprising a network of roads branching off New Broad Lane and Lower Lane, with a landscaped mound and the large ASDA distribution centre between the business park and these residential areas. The M62 lies a short distance to the south, with open agricultural and Green Belt land beyond. The site falls within a Primary Employment Zone as defined in Rochdale Borough Council's Unitary Development Plan (UDP) Proposals Map.

PROPOSAL

The proposal is for various signs as detailed below:

2 x faade signs (signs 1 & 2)

Sign 1 will be located on the north east corner of the building and Sign 2 on the south west corner of the building. Both signs will be mounted on an aluminium frame and set off the faade of the building by 0.6m. Both signs wrap around the corner of the building and extend a further 3.6m. The front of the proposed signs measure 10.8m in width with an overall height of 3.6m. The proposed signs are located towards the top of the building and will be powder coated aluminium with the logo fixed to the face of the panel. The signs will be in Danish Crown red with the logo in white opal acrylic. The single letters and crown would be backlit with LED lighting and a level of luminance of 1000 cd/m².

4 x outdoor wall mounted signs (signs 10, 11, 12 & 13)

Sign 10 is a staff entrance sign located to the south elevation within the site. This sign measures 3m in width and 1m in height. The proposed sign will be powder coated in Danish Crown red and will be non-illuminated.

Sign 11 and Sign 12 are wrap around wall signs located on the Gate House to the north of the site with one stating 'inbound' and the other 'outbound'. The proposed signs will measure 1.2m in width and 0.4m in height with the wrap around element measuring 0.4m in width. The proposed signs will be powder coated in Danish Crown red and will be non-illuminated.

Sign 13 states 'Logistics' and would be located on the north elevation of the building. The sign measures 1.8m in width and 0.6m in height. The proposed sign will be powder coated in Danish Crown red and will be non-illuminated.

5 x totem freestanding signs (signs 5, 6, 7 & 8 9)

Totem 5 will be double sided and measures 4.2m in height and 1.2m in width. The proposed totem would be powder coated in Danish Crown red with the Danish Crown logo in white. The logo would be LED lit and would be a directional sign located at the frontage of the site adjacent to the site access from John Milne Avenue.

Totem 6 and 9 measure 2.4m in height and 0.8m in width. The proposed totems would be powder coated in Danish Crown red and will be non-illuminated. Totem 6 would be located on the opposite side of the entrance into the site and totem 9 located to the north entrance of the site. *[For the avoidance of doubt, sign 9 is also listed as sign 4 on Drawing No: PL024].*

Totem 7 and 8 measure 1.2m in height and 0.6m in width. The proposed totems would be powder coated in Danish Crown red and will be non-illuminated. Totem 6 and 9 are located within the entrance to the site and the car park.

3 x flagpoles (sign 3)

Three flag poles are proposed to the staff and visitor, vehicle and pedestrian entrances on John Milne Avenue. The flagpoles measure 7m in height and will be powder coated aluminium in white with a red pommel on top. The flags would say 'Danish Crown' and include the crown logo.

PLAND AND DOCUMENTS SUBMITTED

Drawing No: PL001 – Location Plan
Drawing No: PL002 – Existing Elevations
Drawing No: PL006 – Existing Site Plan
Drawing No: PL020 – Proposed Elevations Signage
Drawing No: PL021 – Proposed Façade Signage 1 & 2
Drawing No: PL022 Rev C1 – Proposed Signage Plan
Drawing No: PL023 – Wall Mounted Signs
Drawing No: PL024 – Proposed Flag Poles
Drawing No: PL025 – Proposed Totem Signage
Received on 5th October 2023

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) (September 2023)
National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

SO3 Improving design, image and quality of place
P2 Protecting and enhancing the character, landscape and heritage
P3 Improving Design of New Development
DM1 General Development Requirements
T2 Improving Accessibility

Unitary Development Plan (UDP):

G/D/1 Defined Urban Area
EC/7 Kingsway Business Park

Other Guidance

Professional Lighting Guide 05/23 – The Brightness of Illuminated Advertisements Including Digital Displays

RELEVANT SITE HISTORY

14/00542/OUT - Outline application, with all matters reserved, for a mixed use business park comprising buildings within development plots as shown on the site location plan for General and Light Industrial Uses (Classes B1 and B2), Offices in the Use Class B1, Distribution and Storage Uses (Class B8), Research and Development Uses in Use Class B1, Car Showrooms (Sui Generis Use), Hotels in Use Class C1, Ancillary Retail and Leisure in Use Classes A1 - A5 and D2, and Residential in Use Class C3. Approved 22/08/2014.

18/00943/VRCON - Removal of condition 45 (requirement for BREEAM rating) of outline planning permission 16/01085/VRCON. Approved 05/12/2018.

21/00881/REM - Reserved matters application following outline approval 18/00943/VRCON for erection of warehouse distribution centre/production unit together with ancillary ground, first and second floor office space, two storey transport office, associated service yard, car parking and landscaped areas, and other associated works. Approved 27/08/2021.

21/01038/DOC – Submission of details to comply with conditions 13 (Interceptors) and 18 (Contractor off-street parking) of planning permissions 14/00542/OUT and 18/00943/VRCON. Discharged 27/08/2021.

22/00821/ANM - Application for a non-material amendment to planning permission 21/00881/REM - alterations to include: changes to boundaries; elevations; landscaping; materials; building access arrangements; utility buildings and, increased cycle parking. Approved 04/08/2022.

22/01243/FUL - Installation of external plant and gas tanks with flue to north elevation with palisade fencing and roof alterations for vent openings. Approved 10/01/2023.

23/00255/FUL - New treatment plant to south facing elevation and erection of additional 2.4m high security fencing. Approved 04/08/2023.

CONSULTATION RESPONSES

Highways

It would appear that the proposed signage is not within the adopted highway and they are located in positions that would not impact on the safe operation of the highway network.

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

Conservation Officer

After viewing the site plan, it seems all proposed signage would not apparently be visible from the listed building and its surroundings, it is unlikely to have any effect on the significance of the listed building by development within its setting.

If any were visible, given the impact of the motorway, roundabout and the industrial state as a whole, any perceived impact from the signage would be classed as a very low level of less than substantial harm which could be justified by the perceived public benefit of the enhancement in advertising a business in the area.

REPRESENTATIONS

In accordance with the Council's procedure for advertisement applications, no direct publicity was issued.

ANALYSIS

Siting and Design

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.

The building has been constructed and completed recently and the proposed scheme is the first advertisement installed on the building and around the entrances and yard areas. The proposed signage, although a lot in number, given their small size in comparison to the large building and site area would not appear dominant and as the few signs that are illuminated will be backlit only.

Most of the signs are positioned away from the highway and are a significant distance from any residential dwellings.

Given the scale and appearance of the application site and acknowledging its role as an industrial use within an established employment zone, it is considered that the signage scheme is compatible with the area and surroundings and would not appear cluttered or overly dominant. Furthermore, due to the design and colours, the signs would not appear overly prominent or detract from the character of the wider area or the host building, or harm the amenity of the occupants of neighbouring buildings.

The grade II listed Broadshaw Farmhouse lies approximately 70m to the south of the application site. The Council's Conservation Officer has reviewed the plans submitted and advised that the proposed signage would not be visible from the listed building and given the context of the site, it is considered that there would be no adverse impact on the setting of the listed building.

In light of the above, it is not considered that the proposal would have an adverse impact on the character or appearance of the host building or the grade II listed Broadshaw Farmhouse and surrounding area. The signage would not appear overly prominent and would protect amenity of nearby occupiers. The application therefore accords with policies DM1 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework.

Highways Safety

The proposed signage is located within the site and on the building itself although the proposed flagpoles and two totem signs are proposed to the entrance frontage from John Milne Avenue. 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 Council's Highways officer has reviewed the proposal and has advised that the positions of the proposed signage is not within the adopted highway and would not impact on the safe operation of the highway network. The application form states signs 1, 2 and 5 will be illuminated with a level of luminance of 1000 cd/m². Having regard to the Institute of Lighting Professionals guidance document 'Professional Lighting Guide 05/23 – The Brightness of Illuminated Advertisements Including Digital Displays (PLG 05/23)' it would be appropriate to condition the maximum level of luminance for signs 1, 2 and 5 to 1000 cd/m² during the day time however, due to the location of sign 5 to the highway, officers feel a maximum level of luminance between sunset and sunrise to 300 cd/m² is reasonable and this has been agreed with the applicant's agent. Due to the height of signs 1 and 2 and the overall size of the building itself, it is not considered necessary to restrict the level of luminance of these signs during the night time.

Subject to an appropriate condition controlling the luminance level, the proposal is therefore in accordance with Policy P3, T2 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

RECOMMENDATION

GRANT

Standard five conditions, plus:

6. The maximum level of luminance of the advertisement signs hereby permitted shall not exceed the relevant thresholds contained within the Institute of Lighting Professionals guidance document 'Professional Lighting Guide 05/23 - The Brightness of Illuminated Advertisements Including Digital Displays' 2023, or any guidance updating or replacing it and shall not exceed 1000 candelas per square metre between sunrise and sunset and the maximum level of luminance for sign 5 (totem sign) shall not exceed 300 candelas per square metre between sunset and sunrise.

Reason: In order 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.

INFORMATIVE:

For the avoidance of doubt this consent relates to the following plans:

Drawing No: PL001 – Location Plan
Drawing No: PL020 – Proposed Elevations Signage
Drawing No: PL021 – Proposed Façade Signage 1 & 2
Drawing No: PL022 Rev C1 – Proposed Signage Plan
Drawing No: PL023 – Wall Mounted Signs
Drawing No: PL024 – Proposed Flag Poles
Drawing No: PL025 – Proposed Totem Signage
Received by the Local Planning Authority on 5th October 2023