APPLICATION NUMBER: 22/00665/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
22/00665/ADV	Rosalind Gralton	20 July 2022

Address: Asda Stores Ltd Dane Street Rochdale OL12 6XT

Proposal: Application for 4no non-illuminated double sided freestanding signs for collection and car parking area

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/A
	Neighbour comments received?	N/A

EIA	**Screening opinion completed and saved to Onbase?**	N

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

RECOMMENDATION	**GRANT**

CHECKED AND SIGNED OFF BY: JC DATE: 28/07/2022

SITE

The site relates to an ASDA car park on Dane Street, located centrally within Rochdale. The site is part of a wider retail park and is bounded by the River Roch

and Rochdale Sixth Form College to the north, and the A58 Manchester Road to the East.

PROPOSAL

The application seeks advertisement consent for four non illuminated double sided freestanding signs to be erected within the ASDA car park, providing signage of grocery collection area. The signs would be 1.67m in height, 1.99m in width, 0.15m in depth, on an aluminium frame.

The adverts would not be illuminated internally or externally.

RELEVANT PLANNING POLICY

Planning (Listed Building and Conservation Areas Act) 1990 (as amended)
Section 72 of the above Act requires that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of Conservation Areas.

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

P2 – Protecting and enhancing character, landscape and heritage

DM1 – General Development Requirements

Unitary Development Plan (UDP):
G/D/1 – Defined Urban Area

RELEVANT SITE HISTORY

Various history relating to previous planning on the site. Most recent and relevant is referred to below

22/00664/FUL - Extension of new canopy over home delivery loading bay. – Pending Consideration

CONSULTATION RESPONSES

Highways
The relocation of the parking spaces in this location would have no impact on the overall parking provision for this facility. As they are disabled spaces we would require them to be in a similar as convenient location and the submitted plans show only minor changes and they are still close the main entrance.

Highways raise no objection 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.

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

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 proposed freestanding signs would be appropriate in the context of the ASDA car park and that of the surrounding commercial buildings, and would not appear incongruous with the wider retail park and surrounding buildings.

The boards would not be illuminated internally or externally, and would not omit noise. As such, there would be no residential amenity impact as a result of the advert.

It is noted the addition of four adverts in a small space may have a cumulative impact as a result of the obstructive nature of adverts, however given the setting of the proposed adverts within a large retail park, it is not considered the proposed boards would have an unacceptable impact upon the visual amenity of the main building, or the surrounding occupiers of units or buildings.

The proposals would relocate two disabled parking spaces, and as a result remove two car parking spaces to accommodate the advertisements and grocery collection area. The site of the relocated disabled parking spaces would be an additional 3m from the front entrance of the store, and would be located in a convenient location adjacent to a zebra crossing point. As such, it is considered the relocation of the disabled spaces to be acceptable in this instance.

The loss of two traditional parking spaces would not be considered significant in this instance and would therefore be considered acceptable.

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 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.

RECOMMENDATION

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. The approval is for a period not exceeding five years from the date of this consent.

Procedure Statement
The proposal complies with the development plan and would improve the economic, social and environmental conditions of the area. It therefore comprises sustainable development and the Local Planning Authority worked proactively to issue the decision without delay.

Notes for Applicant:

This consent relates to the following plans:-

- Existing Site Location plan – L(--) 001
- Proposed External Works and Layout – L(90) 001 Rev A

Report Author Rosalind Gralton