

## DELEGATED DECISION CHECKLIST AND REPORT

| APPLICATION NO. | CASE OFFICER | DATE            |
|-----------------|--------------|-----------------|
| 23/00472/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, 6 no. internally illuminated fascia signs, 1 no. double sided pylon sign, 2 no. direction signs, new internally illuminated projecting light box sign, banner sign, poster signs and vinyl signs - Resubmission of 22/01421/ADV

|           |                            |     |                       |     |
|-----------|----------------------------|-----|-----------------------|-----|
| 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/A |
|-----|--------------------------------------------------|-----|

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

|                |                             |
|----------------|-----------------------------|
| RECOMMENDATION | Grant subject to conditions |
|----------------|-----------------------------|

CHECKED AND SIGNED OFF BY: RG

DATE: 14 July 2023

## **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. The illuminance level will be 600 cd/m.
- 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. The illuminance level will be 600 cd/m.
- 1 menu board sign – The existing internally illuminated menu board is to be retained, prepared and sprayed black RAL 9005. The illuminance level will be 600 cd/m.
- 1 speaker post sign – The existing internally illuminated speaker post is to be retained, prepared and sprayed red RAL 3020. The illuminance level will be 600 cd/m.
- 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 will be illuminated with a white colour and will be diffused. The proposed sign will be installed to the front and around the main entrance to the building. Illuminance level proposed is 600cd/m.
- 1 internally illuminated projecting lightbox sign – The proposed lightbox will be constructed out of aluminium, and powder coated in RAL 9005 (semi gloss), The proposed sign will be internally illuminated by Sloan LED Prism lights. The illuminance level will be 600 cd/m.

- 6 internally illuminated fascia signs. The illuminance level will be 600 cd/m. The application proposes 2 'KFC' signs in a white font and red background. The proposed signs will 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 will wrap around the canopy. It will have a red background and 'KFC' in white on the side elevation facing westwards towards the Kingsway. 'Collect' and 'always fresh always original' will be located on the rear elevation of the canopy. This will be a vinyl sign and the text colour will be white.

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

The sixth fascia sign will consist of the image of the 'colonel' logo image. The proposed sign will be 1.8m tall.

- Vinyl signs. The application proposes multiple vinyl signs. They will 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 'Let's get together Shall we?' placed on eastern elevation. Text in red and black colour.
- 3 Poster signs. Mounted within a frame that will be coloured black (RAL 9004). The proposed signs will be sited on the southern elevation and will be approximately 1.88m wide and 0.92m tall.

## **RELEVANT PLANNING POLICY**

### **National Guidance**

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

### **Adopted Rochdale Core Strategy (CS):**

|            |                                                     |
|------------|-----------------------------------------------------|
| <b>SO3</b> | <b>Improving design, image and quality of place</b> |
| 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**

94/D30582 Erection Of Non-Food Retail Units (7920 SQ. MT) And Fast Food Outlet (230 SQ.MT) And Industrial/Warehouse Units (Class B1 B2 And B8) With Associated Car Parking And

|              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|              | Servicing. Non-Food Retail Park and Fast Food Unit (Amended Plans).<br>Decision: Approved.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 99/A4851     | Various Internally Illuminated Low Level Customer Information Signs and Non-Illuminated Traffic Signs.<br>Decision: Granted.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 99/A4852     | Internally Illuminated Pole Mounted Logo Sign to Road Frontage of Restaurant.<br>Decision: Granted.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 99/A4853     | 4 No Internally Illuminated Roof Mounted Signs To Restaurant.<br>Decision: Granted.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 02/D39899    | Erection of Restaurant with Drive-Thru Facility.<br>Decision: Grant subject to conditions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 02/D39900    | Erection of Restaurant with Drive-Thru Facility (Duplicate Application).<br>Decision: Grant subject to conditions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 02/A5168     | Various Illuminated and Non-Illuminated Signs.<br>Decision: Grant subject to conditions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 08/A5686     | 3 Internally Illuminated Fascia Signs, 2 Internally Illuminated Wall Mounted Signs and Externally Illuminated Pylon Sign.<br>Decision: Grant.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 12/56163/ADV | 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.<br>Decision: Grant.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 22/01421/ADV | 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.<br>Refused. Reason for refusal:<br><br><i>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 advertisement is therefore contrary to Policy P3 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.</i> |
| 22/01420/FUL | Cladding to front side and rear elevations.<br>Decision: Granted subject to conditions.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

## **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 in this location 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 will replace the existing graphics on the totem sign. As such, it is considered to be acceptable.

The application proposes a neon bucket portal sign that will be located by the main entrance to the building. The proposed sign will have an illuminance level of 600 cd/m. This will be the same as the other proposed signs which will be illuminated. It is noted that the sign was considered to be acceptable in the previous application and as such it is considered to be acceptable for this application. It is however considered appropriate to limit the illumination level to 600cd/m for the illuminated signs.

The application has amended the design of the proposed advertisement in regards to the vinyl signs. The application has removed the large chicken sign, feather sign, and the poster graphic. The chicken vinyl sign on the western elevation was included as a part of this application, however, this has since been removed. These vinyl signs were considered to represent poor standard of design. When combined with the various other signs proposed, the proposal was considered to have a busy and cluttered feel that would have a negative impact on the visual amenity of the streetscene.

The feather vinyl sign has been replaced with another vinyl sign stuck to the eastern elevation of the property. The sign will be made up of a mixture of red and black text. The sign will be relatively small and unobtrusive. Furthermore, it is noted that eastern elevation where the sign will be sited will be partially obscured by the boundary treatment and vehicles parked at the neighbouring vehicle rental shop. Considering the distance to the highway, the relatively small size and unobtrusiveness of the proposed sign, it is considered to be acceptable.

The poster graphic vinyl sign which wrapped around the eastern, southern and western elevations has been replaced with three poster signs mounted within a frame that will be coloured black (RAL 9004). The signs will be sited on the southern elevation and will be approximately 1.88m wide and 0.92m tall. Again the signs will be relatively small and unobtrusive. Furthermore, they will partially screened from view from the highway by the neighbouring property and the angle of the building in relation to the highway. As such it is considered to be acceptable.

In conclusion, the majority of the signs are replacement of existing signs. The additional signs are limited in number and will not lead to a cumulative negative impact on the visual amenity of the streetscene as was the case with the previous application. The proposed signs will not be considered out of place in such a location. On balance, 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 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 will 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 the proposal is in accordance with Policy P3, T2 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

**RECOMMENDATION Grant subject to conditions**

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.

**Notes for Applicant:**

This consent relates to the following plans:-

Location Plan

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

Proposed site & signage plan. Drawing no: 2616/2022/G121. Revision: C

Existing external elevations. Drawing no: 2616/2022/G210

Proposed external elevations - Sheet 1. Drawing no: 2616/2022/G211. Revision: D. Received by email on 30/06/2023

Proposed external elevations - Sheet 2. Drawing: 2616/2022/G212. Revision: C