

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
22/01065/ADV	Jake Powell	07/11/2022

Address: Tesco Stores Ltd, Silk Street, Rochdale, OL11 3ER

Proposal: 1no. digital 42" LCD media display screen and 2no. non-illuminated flag pole signs- retrospective

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

RECOMMENDATION	GRANTED (SUBJECT TO CONDITIONS)
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CHECKED AND SIGNED OFF BY: AT

DATE: 08.11.2022

SITE

The application relates to the car park area of a Tesco store, sited off Manchester Road and Silk Street in Rochdale.

The store is a standard supermarket design and layout, including customer parking to the front and servicing to the rear. There is also a petrol station and forecourt within the site. The car park currently includes several pieces of paraphernalia associated with large retail uses included signage, trolley storage and lighting.

PROPOSAL

Advertisement consent is sought for the installation of:

- ② One media charger unit with screen. This unit will have a maximum height of approximately 2.2 metres, a width of approximately 0.7 metres, and a depth of approximately 0.2 metres. The unit will include a screen which will measure approximately 0.9 metres in height and approximately 0.5 metres in width. The unit will also include detailing for “Pod Point”, “Tesco” and the “Volkswagen” logo.
- ② Two double sided non-illuminated freestanding signs. The signs themselves would measure approximately 0.7 metres in width, and approximately 1.3 metres in height, and would be attached to a supporting pole with a maximum height of approximately 2.5 metres. The signs will include information on the electric charging points they relate to.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – July 2021

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

P3	Improving design of new development
T2	Improving Accessibility
DM1	General development requirements.

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
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RELEVANT SITE HISTORY

No relevant site history.

CONSULTATION RESPONSES

Highways

No objection and no specific planning condition.

REPRESENTATIONS

In accordance with the Council's adopted code of practice for advertisement applications, no direct publicity was issued.

ANALYSIS

In assessing applications for advertisement consent, paragraph 136 of the NPPF establishes the quality and character of places can suffer when advertisements are poorly sited and designed and that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Relevant to the application therefore are Policies P3, which above all seeks to improve the quality of design across the borough, T2, which seeks to ensure a satisfactory standard of highway safety and DM1, which is relevant to each aforementioned policy.

There are not considered to be any issues with regard to public safety or highways considerations given the minimal nature of the signs, as well as their siting well within the application site. Additionally, the visual appearance of the signage is considered to be compatible with the character and appearance of the site, and would relate well to existing signage on site.

Therefore, in light of the above assessment, it is considered that the proposed advertisements not have a negative impact on public safety or the amenities of the surrounding area. As such the application accords with P3, DM1 and T2 of the adopted Rochdale Core Strategy and the requirements of the National Planning Policy Framework.

RECOMMENDATION

Grant subject to standard conditions:

Informative:

This consent relates to the following plans:

- ☐ Site Location Plan
- ☐ 02_3101_02C PROPOSED PART PLAN_ADV
- ☐ MEDIA CHARGER WITH SCREEN DETAILS
- ☐ FLAG POST DETAILS