

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
23/01338/ADV	Hamish Rigg	08/02/2024

Address: Kia Uk Limited, Water Street Car Park, Rochdale, OL16 1TL

Proposal: One internally illuminated totem sign

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

RECOMMENDATION	Grant subject to conditions
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CHECKED AND SIGNED OFF BY: RK

DATE: 15/02/2024

SITE

The application relates to Water Street Car Park which lies between Water Street to the north, Robinson Street to the south, and Molesworth Street to the east. To the west, the car park is bordered by a 'We Buy Any Car' dealership and a scrapyard. The associated Kia garage itself sits adjacent to the car park, south of Robinson Street.

The car park is not in a conservation area or in close proximity to and listed buildings.

PROPOSAL

Permission is sought for the erection of one internally illuminated totem advertisement sign measuring approx. 4.8m in height, 1.4m in width and 20cm in depth. The sign would be predominantly black with polar white lettering approx. 48mm from the top displaying the words 'KIA Premier'. It would be positioned on the east side of the car park adjacent to Molesworth Street.

RELEVANT PLANNING POLICY

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

P3	Improving Design of New Development
P2	Protecting and Enhancing Character, Landscape and Heritage
DM1	General Development Requirements

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
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RELEVANT SITE HISTORY

13/00798/ADV:

Erection of 13 non illuminated advertisement hoardings – refused.

13/01109/ADV:

Instillation of one non-illuminated advertising board – grant STC.

14/00584/ADV

Instillation of one non-illuminated advertising board – grant STC.

CONSULTATION RESPONSES

Highways 08/02/2024:

The proposed advertisement is typical of the street scene in this location.

We do not consider it to be distracting to drivers and therefore have no objection to the proposals of applications 23/01338/ADV, 23/01342/ADV.

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.

Amenity

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

In the proposed location it is considered that the illuminated sign will appear prominent but is considered an acceptable addition to the site and characteristic of site more generally which is in close proximity to several large (including illuminous) advertising hoardings. The visual appearance of the signage is compatible with the character of the surrounding location.

Public Safety

Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety. 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 highways department raised no objections, it is therefore considered that the proposed signage is acceptable in terms of public safety and in accordance with policy DM1 and the NPPF.

RECOMMENDATION

Grant Subject to Five Standard Conditions

Notes for Applicant:

INFORMATIVE:

For the avoidance of doubt, this Decision Notice relates to the following plans:

- Location plan: CM-01138694
- Block plan: CM-01138694
- Elevations: 150994

Report Author Hamish Rigg