APPLICATION NUMBER: 20/01055/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
20/01055/ADV	Ryan Killeen	21/09/2020

Address: Former Homebase, Sandbrook Park, Sandbrook Way, Rochdale, OL11 1RY

Proposal: Advertisement Consent (KFC) for signage on all elevations of the building, erection of internally illuminated pylon sign (10m) and various directional signs in the car parking area and drive through - Retrospective

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/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: KN DATE: 6th October 2020

SITE

This application relates to KFC located on Sandbrook Park, a retail park located in Rochdale. The park consists of single fronted retail units, detached restaurants and takeaways some of which have drive throughs and extensive surface parking. A Travelodge hotel is currently under construction.

PROPOSAL

Non Illuminated Signage on all elevations

Directional signage in parking area and drive through

10m Illuminated Pylon

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – February 2019
National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

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

RELEVANT SITE HISTORY

16/01284/FUL	Part demolition of the former B&Q Unit and subdivision to create two retail units (use class A1) and one leisure unit (use class D2); Erection of a drive-through cafe/restaurant unit (use class A3) and hotel (use class C1) within the car park together with associated car parking, landscaping and other works/improvements – Granted Subject to Conditions – 05/07/2017
19/00392/ANM	Non material amendment to planning permission 16/01284/FUL in relation to the following:- Reduction in floorspace of Unit F by 16.35 m2; introduction of a drive thru canopy; amendments to fenestration positioning on northern elevation – Granted Unconditionally – 02/05/2019
20/00121/ADV	Advertisement Consent (KFC) for signage on all elevations of the building, erection of internally illuminated pylon sign (10m) and various directional signs in the car parking area and drive through. – Granted Subject to Conditions – 29/04/2020

CONSULTATION RESPONSES

Highways and Engineering

No objections.

REPRESENTATIONS

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

AMENDMENTS

N/A

ANALYSIS

In assessing applications for advertisement consent, paragraph 67 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.

This application serves to regularise existing unlawful signage that was erected not in accordance with the approved plans, but those originally submitted as part of the application 20/00121/ADV, and were subsequently amended following negotiations between the Local Authority and the Applicant.

The proposals contained within this application are largely considered a downgrade over those previously approved, with special regard for the 10m pylon which presents a cluttered and incoherent appearance as a result of hosting 4 individual signs of varying horizontal and vertical proportions and text attributes.

However, as with the original application, the view is taken that despite the proposals constituting a significant visual impact due to the volume and variety of signage present, it can be considered acceptable on balance as the location facilitates an abundance of retail and commercial units with an extensive array of existing signage. Further to this, the additional visual harm that would occur over the previously approved plans is not considered to be so significant as to warrant a refusal.

There are not considered to be any issues with regard to public safety considerations, and no objections from the council's highways officer were received.

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 and DM1 of the adopted Rochdale Core Strategy and the requirements of the National Planning Policy Framework.

RECOMMENDATION

Grant Subject to Conditions

Standard five conditions, plus informative:

This consent relates to the following plans:-

- Location Plan
- 0000/2020/G211/G – Proposed External Elevations
- 0000/2020/G121/A – Proposed Site Plan and Signage Details

Report Author Ryan Killeen