

APPLICATION NUMBER: 23/00298/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
23/00298/ADV	Aimee Bovaird	6 June 2023

Address: Trans Pennine Trading Estate, Unit 6A, Gorrels Way Rochdale, OL11 2PX

Proposal: Two internally illuminated fascia signs

PUBLCITY	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/a

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
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CHECKED AND SIGNED OFF BY: LA DATE: 19.06.23

SITE

This site relates to Trans Pennine Trading Estate, Unit 6A, Gorrels Way Rochdale. This is a Site of Special Scientific Interest and is within an industrial area. It is a primary employment zone and located within the Defined Urban Area.

The site is accessed off Corporation Road.

PROPOSAL

The application seeks to construct two internally illuminated fascia signs.

One sign is proposed on the front elevation. This sign will spell 'Entrance', the advert will be 0.25m in height, 1.77m wide and have a depth of 0.03m. The advert will be 2.5m off the ground and be internally illuminated by LED lights.

The second sign will also be on the front elevation. This sign will spell 'Krispy Kreme Doughnuts', the advert will be on the front elevation. The advert will be 1.07m in height, 3m wide and have a depth of 0.11m. The advert will be internally illuminated and 5.35m off the ground.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

Unitary Development Plan (UDP):

RELEVANT SITE HISTORY

09/D51761 - Change Of Use Of Units 4A,4B,4C,4D,5A/5B, 5D, 6A, 6B/6C And 8 From B2 Use To B1, B2 And B8 Use And Units 4E, 5C, 7A/7B And 7C From B8 Use To B1, B2 And B8 Use – Approve

REPRESENTATIONS

In line with the Council's Publicity Code for Applications, no direct publicity was undertaken and no representations have been received.

CONSULTATION RESPONSES

Highways And Engineering

The following comments were received,

'Although this is an Advertisement application it appears to include amendments to the current parking arrangements and Highways main concern is the loss of the existing parking provision for this industrial unit.'

The current car parking provision for this site meets this Councils car parking standards and the submitted plans show the loss of 15 parking spaces leaving only 8 spaces available. The Design and Access Statement indicates that 80 staff will be employed on this site and taking into account the size of the unit and the number of staff proposed there is a substantial short fall in parking provision.'

The application form also indicates that an additional 7 “truck” parking spaces will be provided within the application site taking the total to 9 spaces. It would not appear from the submitted plans that these spaces cannot be accommodated within the application site.

Overspill parking within the site for both staff and the proposed truck parking would impact on the servicing of this and adjoining units and has the potential to create dangerous manoeuvres for HGVs both internally and out onto Gorrels Way creating road safety issues which is a concern.

On street parking on Gorrels Way is already over-subscribed and the lack of internal parking provision would only add to this problem and have a detrimental impact on the free flow of traffic especially HGV servicing and deliveries to all industrial units served by Gorrels Way.

Whilst we would have no objection to the proposed signage, we cannot support the elements that impact on parking provision which would appear to be a part of this application.’

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 this proposed location within the industrial estate the signs will not appear prominent. They are considered an acceptable addition to the building. 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. The objection to the planning application is noted.

RECOMMENDATION

Grant Subject to Conditions

Standard five conditions and the following:

6. This approval gives consent for 5 years from the date of this permission.
7. There shall be no special effects (including noise, smell, smoke, animation, flashing, scrolling, three dimensional, intermittent or video elements) of any kind during the time that any message is displayed.

Reason: In order to safeguard the amenities of the area of and neighbouring residents and to safeguard the interests of road safety in accordance with policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Informative

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

Location Plan

Entrance Sign Plan 801.P5.1

Existing Elevations 801.P3.1

Proposed Elevations 801.P3.2

Bow Tie Sign SN.01.1 revB

For the avoidance of doubt plans submitted proposing works to the building and proposing a compact enclosure do not form part of this application and have been applied for in a separate permission. This application only relates to advertisements.

Report Author Aimee Bovaird