

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
25/00181/ADV	Claire Ringwood	27 th March 2025

Address: Hanson Springs Limited, Trans Pennine Trading Estate, Gorrels Way, Rochdale, OL11 2PX

Proposal: Two non-illuminated fascia signs

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/A	Contrary to national policy?	N/A
	Applicant a Council Member or officer?	N/A	Contrary to previous decision?	N/A
	Major with 10 or more objections and recommending approval?	N/A	Called in or Planning Panel objection?	N/A

COMMENTS	Planning Panel comments received?	N/A
	Neighbour comments received?	N/A

EIA	Screening opinion completed and saved to OnBase?	N/A
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CONDITIONS	Pre-commencement conditions proposed?	N/A
	Pre-commencement conditions agreed (or notification period expired)?	N/A

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

DATE: 28 March 2025

SITE

The application site consists of Hanson Springs Ltd headquarters which is a spring manufacturing company located within the Trans Pennine Trading Estate. The site is large and comprises of a large warehouse building, a smaller 'hot coil' building and ancillary parking and yard areas. The buildings within the site are of a typical industrial style with a construction of brick and corrugated steel with large metal service access doors.

To the north-west, the site borders onto an active railway line and the site is set within an industrial site. The railway line is set above a large embankment, screening the majority of the site from public vantage points to the north, with trees screening the site to the east.

The site is within the Defined Urban Area (Policy G/D/1), a Primary Employment Zone (EC/2) and the Rochdale Canal SSSI (LT/7) as identified in the Proposals Map of the saved UDP.

PROPOSAL

The proposal is for two identical fascia signs stating the company name 'Hanson Springs Ltd'. One sign will be fixed to the north façade of the main factory building and the other to the south façade. The signs will measure 10m (L) x 1.847m (H) x 0.03m (D). Each letter will be fixed individually onto the building. The letters will be manufactured from 3mm thick aluminium composite and all lettering will be in non-reflective matt silver colour. The signs will project from the facades by 5mm and are non-illuminated.

The submitted Covering Letter requests a 10 year consent period as the applicant is investing heavily in the two signs.

PLANS AND DOCUMENTS SUBMITTED

Covering Letter

Drawing No: 188 PLN L 18 – Location Plan Signage

Drawing No: 188 PLN L 19 – Existing Block Plan

Drawing No: 188 PLN L 20 – Proposed Block Plan

Drawing No: 188 PLN E 05 Rev A – Proposed Elevations

Received on 24th February 2025

Drawing No: 188 PLN L 16 Rev A – Location Plan

Drawing No: 188 PLN L 18 – Location Plan Signage

Received 4th March 2025

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

DM1 General Development Requirements

T2 Improving Accessibility

Unitary Development Plan (UDP):

G/D/1 Defined Urban Area

Other Guidance

Professional Lighting Guide 05/23 – The Brightness of Illuminated Advertisements Including Digital Displays

RELEVANT SITE HISTORY

24/01113/FUL - Extension to existing Class B2 building; including erection of a detached Class B8 warehouse with ancillary offices / staff welfare facilities; together with the reconfiguration of existing car parking and internal vehicular / pedestrian access arrangements and associated hard and soft landscaping. Approved 11/03/2025.

CONSULTATION RESPONSES

No consultations were undertaken.

REPRESENTATIONS

In accordance with the Council's procedure for advertisement applications, no direct neighbour notifications were undertaken however, the application has been publicised with a press notice and a site notice. No comments have been received.

ANALYSIS

Visual Amenity

In assessing applications for advertisement consent, paragraph 141 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.

Although the proposed signs are large they are in proportion with the scale of the existing building and in the context of the established industrial area. Furthermore, from most public vantage points the proposed signs will be relatively discreet which is aided by them being non-illuminated. As such, the proposed signs are not considered to have a harmful impact on visual amenity.

In light of the above, it is not considered that the proposed signs would have an adverse impact on the character or appearance of the surrounding area and would not appear overly prominent and would protect amenity of nearby occupiers. The application therefore accords with policies DM1 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework.

Highways 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 proposed signs are located on the main factory building and are non-illuminated, whilst being set back notably from the highways, especially compared with other signage in the vicinity of the site. The proposed signs are therefore not considered to impact on road safety and are in accordance with Policy P3, T2 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

Other Matters

The applicant has requested a 10 year consent period be applied as the applicant is investing heavily in the signs. Consent usually lasts for 5 years but the NPPG states a Local Planning Authority has discretion and can grant for a longer or shorter period.

Hanson Springs is an independent Rochdale based springs manufacturing company that operates two factories in Rochdale and are installing the signage as part of investment into upgrading the existing premises. Given the standard condition attached to advertisement consent requiring signs to be kept clean and tidy and in a safe condition, officers are satisfied that a 10 year consent period is acceptable in this instance.

RECOMMENDATION

GRANT

Standard conditions, plus amendment to standard condition 6:

6. The approval is for a period not exceeding ten years from the date of this consent.
7. The advertisements hereby consented shall be carried out in accordance with the following approved plans:

Drawing No: 188 PLN L 20 – Proposed Block Plan
Drawing No: 188 PLN E 05 Rev A – Proposed Elevations
Received on 24th February 2025

Drawing No: 188 PLN L 16 Rev A – Location Plan
Drawing No: 188 PLN L 18 – Location Plan Signage
Received 4th March 2025

Reason: For the avoidance of doubt and to ensure that the advertisement is carried out in accordance the details hereby approved in accordance with P3 of the Core Strategy and the requirements of the National Planning Policy Framework.