

APPLICATION NUMBER: 25/00907/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.
25/00907/ADV

CASE OFFICER
Sam Yuen

DETERMINATION DATE 10.11.2025 **EXT OF TIME**

Address: Land Adjacent To A627M Off Junction 20 (Rochdale), M62, OL11 2UE

Proposal: Application to install 3no. non-illuminated freestanding 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	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/A

RECOMMENDATION	GRANT SUBJECT TO CONDITIONS
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CHECKED AND SIGNED OFF BY:

DATE:

SITE

The application relates to a parcel of land south of Cown Top Lane in Castleton. Planning permission was recently granted for a 445-dwelling residential development on this site. The area subject to the proposed works adjoins the A627(M) northbound, off the Thornham Interchange.

PROPOSAL

Advertisement consent is sought 3no. non-illuminated aluminium freestanding signs to the southeastern edge of the site, facing the northbound traffic of the A627(M):

- ② One freestanding sign set 2.43m above ground with a maximum height of 5m and width of 1.9m. It features the Barratt Homes logo and text “Land Acquired”;
- ② Another sign of the same dimension with the Barratt Homes logo and texts “Coming Soon” and “Loombrook Meadow”; and
- ② One freestanding sign set 2.44m above ground with a maximum height of 3.94m and width of 6.1m, featuring the Barratt Homes logo.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)
National Planning Practice Guidance (NPPG)

Places for Everyone Joint Development Plan (PfE)

The Places for Everyone Joint Development Plan was adopted and became part of the statutory development plan for each of the 9 authorities covered by the plan on 21st March 2024. The following policies are relevant:

Policy JP-P1 Sustainable Places

Adopted Rochdale Core Strategy (CS):

P3	Improving Design of New Development
DM1	General Development Requirements
T2	Improving Accessibility

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
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RELEVANT SITE HISTORY

22/01190/FUL - Residential development of up to 445 dwellings with associated access, car parking, landscaping and infrastructure - Grant subject to conditions

CONSULTATION RESPONSES

National Highways

No objection.

REPRESENTATIONS

In accordance with the Council's adopted code of practice for advertisement applications, direct publicity is not required. Notwithstanding, letters were sent to neighbouring units and no representations were received.

ANALYSIS

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 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 JP-P1 of the adopted Places for Everyone and Policy P3 of the adopted 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.

The proposed works comprises three freestanding signs advertising the recently approved residential development on the application site. The section of the highway to which the signs would be located forms part of the national highways and would be visible from northbound traffic upon exiting Thornham Interchange. The highway is lined with trees and grassed areas with a minimal amount of road signs. The area to the side of the highway has an open character and is currently free from built development.

The proposed signage is modestly sized and would not occupy a large area of the open space to the side of the highway. It is also noted the signage would have a temporary use and would only remain until the next phase of construction. As such, it is considered the proposed works would not have an intrusive presence on the highway and would have a neutral visual impact to the character and appearance of the surrounding area. The proposed signage is sited away from any residential contexts; thus no concerns are had with regard to residential amenity impacts.

With regard to public safety, the proposed signage is not considered to serve as a considerable distraction to road users due to its modest scale and siting. National Highways was also consulted on the proposed plans and raised no objection and as such, no adverse harm to public and highway safety has been identified.

In the interest of visual amenity and public safety, the proposed signage is therefore acceptable in accordance with Policies P3 and DM1 of the Core Strategy, Policy JP-P1 of the PfE and the NPPF.

RECOMMENDATION: GRANT SUBJECT TO CONDITIONS

Standard conditions

INFORMATIVES:

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

- Location Plan – drawing no. 496-P-LP-01 rev. 1 received 15/09/2025
- Main Sign 1 Elevations – received 15/09/2025
- Main Sign 2 Elevations – received 15/09/2025
- Main Sign 3 Elevations – received 15/09/2025

Report Author Sam Yuen