

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
24/00439/ADV	Bob Melling	13 th August 2024

Address: Moorside, Hareshill Road, Heywood, OL10 2TD

Proposal: Application to display various non illuminated advertisement signs

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/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

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: RK

DATE: 29/08/2024

SITE

The application relates to a site presently being developed for residential purposes as approved under application ref. 16/01399/HYBR and subsequent reserved matters approval ref. 20/01524/REM. This application specifically deals with six

separate parcels of land, four of which front Queen Elizabeth II Way and Manchester Road with the largest located at the northeast corner of the site at the junction of the aforementioned highways. The remaining parcels of land are located at the two sales suites. The application site was released from the Green Belt under the adopted Places for Everyone Joint Development Plan.

PROPOSAL

Advertisement consent is sought for the display of advertisements relating to the residential development of land split by Hareshill Road running east/west and bound to the east by Manchester Road running north/south (now known as 'The Oaks West Hopwood'). Approved under 20/01524/REM, the development is one of the initial residential phases to be brought forward as part of the South Heywood Junction 19 Masterplan approved by planning permission 16/01399/HYBR. In order to attract customers to the site and assist in wayfinding, various advertisement and signage is proposed to be displayed at the site entrance, along Manchester Road and around the sales areas.

RELEVANT PLANNING POLICY

Planning (Listed Building and Conservation Areas Act) 1990 (as amended)

Section 72 of the above Act requires that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of Conservation Areas.

National Guidance

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

Core Strategy (CS):

SO3	Improving design, image and quality of place
P2	Protecting and enhancing character, landscape and heritage
P3	Improving design of new development
DM1	General development requirements

Unitary Development Plan (UDP):

A number of policies contained within the Unitary Development Plan have been saved following the adoption of the Core Strategy. The following saved policies are relevant:

G/D/1	Defined Urban Area
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RELEVANT SITE HISTORY

20/01524/REM - Reserved Matters Approval for appearance, landscaping, layout and scale (with access already approved) for 61 dwellings and associated works pursuant to Hybrid Permission 16/01399/HYBR – **Granted May 2022**

16/01399/HYBR - Part full/part outline planning application for the development of land at South Heywood, including the demolition of a number of existing on-site buildings and structures. Full consent sought for the construction of a new link road between Junction 19 of the M62 and Pilsworth Road, the widening of part of

Pilsworth Road, together with associated junction improvements, landscaping, lighting and other works including the importation of material and engineering works in order to construct the link road. Outline consent (with all matters reserved for future approval except access) sought for a major mixed use development comprising supporting residential uses comprising up to 1000 dwellings (Class C3); employment uses (Classes B2/B8) comprising up to 135,460m2 Gross Internal Area(GIA); a new primary school (Class D1); Class A1/A2/A3/A5 uses comprising up to 2500m2 GIA which includes no more than 499m2 of A1 uses; together with associated landscaping, open space and sports pitches, drainage, ecological enhancements, cycleway and footpath linkages, infrastructure and other works ancillary thereto. (Application accompanied by an Environmental Statement) – **Granted March 2020**

CONSULTATION RESPONSES

Highways and Engineering – No objections.

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 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.

The quality and character of places can suffer when advertisements are poorly sited and designed. As such, an assessment should be made as to the impacts on visual amenity and, in accordance with CS policy P3, signs should be compatible with the surrounding area and protect the character and appearance of the street scene. In addition, CS policy DM1 sets out the general development requirements and establishes that proposals should not adversely impact on highway safety.

It is considered that the proposed advertisements would be proportionate in terms of both size and number for such a new residential development site and it is noted in any case that the advertisements would not be permanent. The colouring and lettering of the advertisements is considered to be relatively unobtrusive and no illumination is proposed. The proposed signs will be prominent commensurate with their intended purpose but not visually obtrusive to the extent that the visual amenities of the area would be unduly adversely affected given their intended functionality and finite period of display.

Potential safety considerations relate to the siting of the signs and the potential for the signs to distract drivers. In this respect, the signs will provide advanced warning to visitors to the residential development and include lettering of a suitable size to be read at a glance without undue distraction to drivers. As such, there are not considered to be any issues with regard to public safety, and no objections have been received from the Highways Authority in respect of road safety.

Therefore, in light of the above assessment, it is concluded that the proposed advertisements would result in a satisfactory standard of visual appearance with no negative impact on public safety or the amenities of the surrounding area. As such the application accords with policies P3 and DM1 of the adopted Rochdale Core Strategy and the requirements of the National Planning Policy Framework.

RECOMMENDATION

Grant Subject to Standard conditions, plus informative:

This consent relates to the following plans:

- Locations. Drg no. 20040 SAL 04 B
- Advance Signage Details. Drg no. 20040 SAL 05 B
- Sales Signage Details. Drg no. RH SAL 101
- Temporary Sales. Drg no. 20040 SAL 01 C
- Sales Area Details. Drg no. 20040 SAL 02 D
- Sales Signage Details. Drg no. RH SAL 101
- Sales Signage Details 2. Drg no. RH SAL 102
- Sales Signage Details 3. Drg no. RH SAL 103 A
- Proposed Sign Structural Details. Drg no. 24-10420-01

Report Author Bob Melling