

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
22/01172/ADV	Majid Mir	11 July 2023

Address: Cedar House, Sandbrook Way Rochdale OL11 1LQ

Proposal: Relocation of 1no' non-illuminated fascia sign on front elevation and installation of 1no' new internally illuminated fascia sign on side elevation

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
	Neighbour comments received?	N

EIA	Screening opinion completed and saved to Onbase?	N/A
-----	--	-----

CONDITIONS	Pre-commencement conditions proposed?	N
	Pre-commencement conditions agreed (or notification period expired)?	N/A

RECOMMENDATION	GRANT SUBJECT TO CONDITIONS
----------------	-----------------------------

CHECKED AND SIGNED OFF BY: RG

DATE: 8 August 2023

SITE

The application relates to Cedar House, a modern commercial office property located within Sandbrook Business Park. Cedar House is an 'L' shaped building. To the northwest of Cedar House is Rowan House and Maple House.

To the north is undeveloped land which is also a part of Sandbrook Business Park. Further north of the land are residential properties. There are also a number of other recently constructed units within Sandbrook Business Park to the northwest of Rowan House and Maple House. Sandbrook Business Park is enclosed by security fencing. To the south of Cedar House is Sandbrook House.

PROPOSAL

The application seeks to relocate the existing non-illuminated fascia sign. The fascia sign is a number of independent letters that spells out 'Cedar House'. The sign is sited centrally on the front elevation, however the application seeks to relocate the sign close to the northern corner of the front elevation. The application also seeks to install an additional fascia sign on the side elevation of the two storey element of the building that projects out. It will be sited on the side elevation that faces northwest. The proposed fascia sign will be an internally illuminated fascia sign with an illuminance of 200 cd/m². The proposed fascia sign will be a number of independent letters that spell out 'routes healthcare' and will also include Routes Healthcare logo. The proposed fascia sign will cover an area of 1m in height and 3.4m in width.

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
T2	Improving Accessibility
DM1	General development requirements.

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
EC/9	Sandbrook Park

Supplementary Planning Documents (SPD):

Supplementary Planning Guidance note 'Guidelines and Standards for Residential Development' (June 2016).

RELEVANT SITE HISTORY

05/D44871	Office Development (Use Class B1) With Associated Access, Parking, Landscaping And Security Fencing, Lighting And CCTV Provision And Residential Development -10 Dwellings With Associated Access, Parking And Construction Of New Footpaths. Decision: Grant subject to conditions.
08/A5662	Various Non-Illuminated Wall Mounted And Free Standing Signs.

Decision: Granted.

07/D49638 Variation Of Condition 21 Of Planning Permission D44871 To Allow Occupation Of Office Units E, F & K Within The Site Before The Required Alterations To Sandbrook Way And Its Junction With A627(M) Slip Road Are Implemented.
Decision: Grant subject to conditions.

08/D51506 Application To Remove Condition 21 Of Planning Permission D44871 (To Not Be Required To Improve The Junction Of Sandbrook Way/ Edinburgh Way).
Decision: Grant subject to conditions.

CONSULTATION RESPONSES

Highways And Engineering

The proposed signage is remote from the adopted highway network and would therefore have little impact on it.

Highways raise no objection to this application and request no specific planning conditions.

REPRESENTATIONS

No representations received.

ANALYSIS

Visual Amenity

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. Paragraph 136 also states that 'the quality and character of places can suffer when advertisements are poorly sited and designed.' It is well established that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.

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.

The application building is located within a business park with residential properties sited a considerable distance away. There is a pedestrian path that runs along the south of the business park and towards the residential properties and protected open space to the east. However, the signs will be sited to the north. The proposed signs are considered to be of an appropriate size and design for the building and the location. The application proposes an illuminance level of 200 cd/m. This is considered to be an acceptable illuminance level for the proposal. The proposed signs are also considered to be appropriately sited and will not appear as prominent additions.

As such it is considered that the proposed signs are an acceptable addition to the building and the visual appearance of the proposed signs is compatible with the character of the surrounding area. The proposal therefore accords with policies P3 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

Public and Highways Safety

Policy P3 and Policy T2 of the Core Strategy requires all development proposals, to adhere to high standards of design and principles relating to accessibility and highway safety. Policy DM1 sets out the general development requirements and establishes that proposals should not adversely impact on highway safety. The proposed advertisements will be erected adjacent to a heavily trafficked major road. 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 building is located to the end of a larger commercial area and is located within a business park. Additionally, there is no through access for vehicles. As noted by the highways department, the proposed signs are remote from the adopted highway network and would therefore have little impact on it. As such, the highways department raised no objection to the proposal and did not request any specific planning conditions.

It is therefore considered that the proposal is in accordance with Policy P3, T2 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

RECOMMENDATION Grant subject to conditions

Standard six conditions, plus:-

7. The illumination level of the advertisements hereby approved shall not exceed 200 cd/m.

Reason: In order to ensure a satisfactory appearance in the interests of visual amenity in accordance with policies P2, P3 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Notes for Applicant:

This consent relates to the following plans:-

Location Plan. Drawing no: WJ-131-0052. Rev: A
Existing Exterior Signage Locations. Drawing no: 08_001
Proposed Exterior Signage Locations. Drawing no: 08_000
External Signage Elevations. Drawing no: 02_002
Existing side. Drawing no: 02_002
Routes Healthcare sign elevation and section drawings
External Elevation. Drawing no: 02_000. Rev: A