

APPLICATION NUMBER: 23/00043/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
23/00043/ADV	Sam Yuen	25 April 2023

Address: Milnrow Health Hub, Newhey Road, Milnrow

Proposal: Erection of 1no' non-illuminated directional signs and 1no' non-illuminated individual letter sign

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/A
	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/A

RECOMMENDATION	GRANT SUBJECT TO CONDITIONS
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CHECKED AND SIGNED OFF BY: RK

DATE: 16/04/2023

SITE

The application relates to Milnrow Health Hub, a recently-constructed healthcare hub situated between Milnrow and Newhey. The development is adjacent to Milnrow Memorial Park to the north, adjoins the Metrolink line to the south, and faces Newhey Road to the west. The application site is located within the Green Belt.

PROPOSAL

Advertisement consent is sought for the erection of one non-illuminated directional sign and one non-illuminated individual letter sign.

The directional panel sign would be sited by the junction between Newhey Road and the unadopted road leading to the development, and sited 2.75m away from the front boundary treatments. It measures a maximum 2.18m in height and 1.2m in length and features the lettering 'Milnrow & Newhey Medical Centre' and signage space for the pharmacy tenant of the hub. It would be constructed from PPC metal with vinyl applied graphics.

The individual letter signage would be sited in the lower-left corner of the ground floor west-facing front elevation of the hub and features the same lettering, 2.1m above the ground level. The signage measures 2.91m in length, 0.44m in height and would be fixed 0.05m away from the front wall. It would be constructed from brushed stainless steel.

RELEVANT PLANNING POLICY

National Guidance

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

Adopted Rochdale Core Strategy (CS):

G4	Protecting Green Belt
P3	Improving Design of New Development
DM1	General Development Requirements
T2	Improving Accessibility

Unitary Development Plan (UDP):

G/D/2	Green Belt
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RELEVANT SITE HISTORY

20/00404/FUL - Development of a healthcare hub (Class D1 Use) with pharmacy (Class A1 Use), including car parking, landscaping, improved access onto Newhey Road and associated works following demolition of stable buildings - Grant subject to conditions

CONSULTATION RESPONSES

Highways and Engineering

It would appear that the proposed signage does not have an impact on the adopted highway network therefore Highways raise no objection and request no specific planning conditions.

REPRESENTATIONS

In accordance with the Council's adopted code of practice for advertisement applications, no direct publicity was issued.

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.
- ☐ 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.
- ☐ The proposal seeks to install one non-illuminated directional sign and one non-illuminated individual letter sign by the entrance of the development and on the front elevation wall of the host building respectively. The signage serves to assist users of the healthcare hub by means of wayfinding into the facilities and would be appropriately designed in the context of the development.
- ☐ The proposed directional sign is of a standard design in terms of its scale, colours and materiality, which is widely employed across healthcare facilities in the Borough.
- ☐ The proposed signage is of a modest scale which would not dominate the host building and the wider development. It features a legible font which is visible within the line of sight from the entrance of the development and comprises a simple design which would not detract from the appearance of the development. The use of brushed stainless steel and PPC metal is also considered to be in keeping. As such, it is considered the proposal would appear compatible and would not detract from the character and appearance of the host building and surrounding area.
- ☐ The proposed directional sign is sufficiently sited away from the highway and would not obstruct the free passage of pedestrians. It would also not pose a danger or distraction to road users and thus would have a neutral impact on public safety.
- ☐ Taken as a whole, it is considered the proposed signage would not adversely affect the visual amenity and public safety of the surrounding area. As such, the proposal is considered to be in accordance with Policies P3 and DM1 of

the adopted Rochdale Core Strategy and the requirements of the National Planning Policy Framework.

RECOMMENDATION: Grant subject to conditions

Standard conditions

INFORMATIVES:

This consents relates to the following plans:

- ② Location Plan – Drawing No. AA8343 2000 Rev. A
- ② Milnrow Medical Centre External Signage – Drawing No. MHC-PRP-ZZ-00-DR-A-03060 Rev. P04
- ② GA Elevations - South and West– Drawing No. MHC-PRP-ZZ-ZZ-DR-A-04101 Rev. C12

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