

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
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23/01342/ADV Hamish Rigg 25/02/2024
Address: Kia Limited, Molesworth Street, Rochdale, OL16 1TS

Proposal: One non illuminated sign

PUBLICITY	Weekly list expired?	yes	Site notice expired?	n/a
	Neighbour letters expired?	n/a	Press Notice expired?	n/a

DELEGATION	Significant departure from local plan?	no	Contrary to national policy?	no
	Applicant a Council Member or officer?	no	Contrary to previous decision?	no
	Major with 10 or more objections and recommending approval?	n/a	Called in or Planning Panel objection?	no

COMMENTS	Planning Panel comments received?	no
	Neighbour comments received?	no

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	Granted subject to conditions
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CHECKED AND SIGNED OFF BY: RK

DATE: 28/02/2024

SITE

The application relates to the Kia Automotive garage on Molesworth Street in Rochdale Town Centre. The site includes a large forecourt, an industrial garage, a show room, and an office/commercial building. The site is bound by Molesworth Street to the east, Hill Street to the south, and Robinson Street to the north. The applicant property is adjoined by two commercial properties to the west, including a café and a technical services company.

The immediate area consists of several commercial and industrial warehouse units accommodating numerous large advertising hoardings and signage.

PROPOSAL

Permission is sought for one non illuminated sign fixed to the eastern elevation of the associated office building located adjacent to Hill Street. The sign would be black with silver lettering reading 'KIA Rental'.

The sign would measure approx. 5.8m in width, 1m in height, and 0.05m in depth. It would be positioned approx. 3m above ground level.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – July 2021

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

Unitary Development Plan (UDP):

RELEVANT SITE HISTORY

None

CONSULTATION RESPONSES

Highways 08/02/2024:

The proposed advertisement is typical of the street scene in this location.

We do not consider it to be distracting to drivers and therefore have no objection to the proposals of applications 23/01338/ADV, 23/01342/ADV

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 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.

Amenity

The quality and character of places can suffer when advertisements are poorly sited and designed. 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 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

Due its modest design and inconspicuous location, the proposed sign is considered to be an acceptable addition to the site and characteristic of the surrounding street scene which comprises numerous more prominent advertising hoardings.

Public Safety

Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway 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 highways department raised no objections, it is therefore considered that the proposed signage is acceptable in terms of public safety and in accordance with policy DM1 and the NPPF.

RECOMMENDATION

Grant (subject to conditions)

Standard 5 conditions

Informative

This consent relates to the following plans:

- Proposed elevations: 150993
- Block plan: CM-1139933
- Location plan: CM-1139933