

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
23/00812/ADV	Chelsea Petrillo	15.09.2023

Address: Eagle Technology Park, Pentagon Rochdale Queensway Rochdale OL11 1TQ

Proposal: Eight internally illuminated 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

RECOMMENDATION	Grant Subject to Conditions
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CHECKED AND SIGNED OFF BY: TH DATE: 21.09.2023

SITE

The application site relates to a detached style commercial corner-plot property on Queensway sited within the Balderstone and Kirkholt ward of Rochdale. The property is currently a retail unit, in use as a car dealership.

The property is built up to the footway of both Queensway and Eagle Way at the front and there is a designated off road parking area along this section of Queensway to the side of the property.

PROPOSAL

Advertisement consent is sought for the installation the following:

SIGN 1 and 2: 'DACIA' Cladding Fascia sign with 297mm illuminated letters (Green to white acrylic faces, white ACM panel background and 250mm green boader). Located on west elevation.

SIGN 3: White acrylic internally illuminated sign with 1100m 'RENAULT' emblem and 'RENAULT' internally illuminated letters. Located on north and east elevations

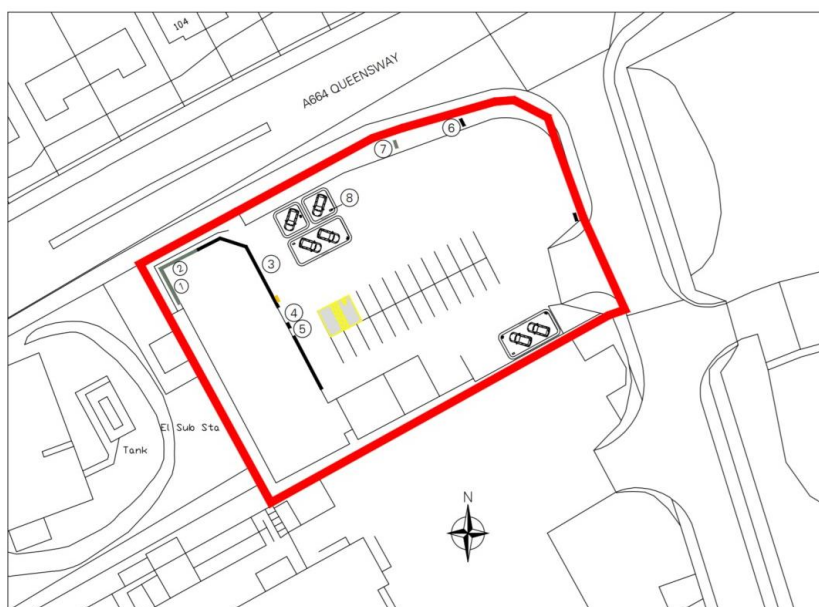
SIGN 4 and 5: One 0.9m 'DACIA' emblem sign and one 0.9m 'RENAULT' emblem sign. Both signs are to be internally illuminated and positioned on the eastern elevation.

SIGN 6: 6.5m Renault flex face totem sign to be fitted to existing mild steel sub frame. Internally illuminated by 75 white LED's and located along the front of the plot directly adjacent to the Queensway highway.

SIGN 7: 6.5m Dacia totem sign to be fitted to a new mild steel sub frame with an opal acrylic logo to be internally illuminated by white LED's and located along the front of the plot directly adjacent to the Queensway highway.

SIGN 8: 4m 'E-TECH' mast face panel. Internally illuminated and located close to the front of the plot directly adjacent to the Queensway highway.

See Location Plan of Signage Below



RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – July 2021

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

P3	Improving design of new development
T2	Improving Accessibility
DM1	General Development requirements.

Unitary Development Plan (UDP):

G/D/1 Defined Urban Area

RELEVANT SITE HISTORY

03/D41155 3 Externally Illuminated Fascia Signs and 1 Internally Illuminated Totem Pole Sign
GRANTED March 2003

05/A5445 5 Internally Illuminated Fascia Signs and 1 Internally Illuminated Free Standing Sign
GRANTED October 2005

12/A5965 Installation of Seven Internally Illuminated Fascia Signs, One Internally Illuminated Door Surround and One Internally Illuminated Double-Sided Freestanding Totem Sign
GRANTED May 2012

15/00187/ADV 6 Internally illuminated fascia signs, 1 internally illuminated entrance panel and 1 internally illuminated totem sign
GRANTED July 2015

20/01321/FUL Installation of 7 spotlights on 3m high masts around the Headline Display Area, ZE Display Area and the Test Drive Display Area
GRANTED December 2020

20/01322/ADV Advertisement consent for 2 Dacia fascia signs, 3 Renault fascia signs, 1 overhead entrance sign, 1 workshop fascia, 1 Renault totem, 1 Dacia totem, 1 Directional sign, 1 Headline poster unit, 1 ZE Mast, 1 Test Drive mast (all internally illuminated)
GRANTED December 2020

CONSULTATION RESPONSES

From the submitted plans it would not appear that the proposed signage would not have any impact on the safe operation of the surrounding highway network.

Highways raise no objection to this application and we 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 the quality and character of places can suffer when advertisements are poorly sited and designed and that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Relevant to the application therefore are Policies P3, which above all seeks to improve the quality of design across the borough, T2, which seeks to ensure a satisfactory standard of highway safety and DM1, which is relevant to each aforementioned policy.

The host building is an established business site that is currently utilising illuminated and non-illuminated signs for advertising purposes. The last advertisement consent on the site was granted in 2020 to which it currently hosts a variety of internally illuminated signs.

In the location plan, it is considered that the proposed illuminated signs, would appear as an acceptable addition to both the unit front and along the highway due to those already in place. A continuation of sign 3 would be wrapped around to the north and west elevation allowing it to be clearly visible from the Queensway public highway. This poses no concern to from a highways point of view.

When assessing the design of the proposed signage, it is considered that the signs would be of a suitable size to the front of this retail unit and those existing, use minimal colours (primarily black, green and white), and would work well with the internal lighting and surrounding context. The lettering proposed to the 2x fascia "RENAULT" and "DACIA" signs and the emblem signs, would be simple in design and the number of signs would not dominate the front and side elevation of the building and its overall appearance as a result of the large expanse of bespoke glazing across all elevations of the shop front.

Most signs would be internally illuminated and be at a distance of approximately 30m from the residential properties on the opposite side of Queensway. As such, given the type of illumination proposed, and considering that that this would be a similar type of advertisement at the site as existing, it is not considered to detrimentally impact on the character and appearance of the surrounding area. In addition, the signs would not create a danger or distraction to road users or obstruct the free passage of pedestrians. The Council's Highways Dept. were consulted and raised no objections to the proposal. There are not considered to be any issues with regard to public safety or highways considerations given the minimal nature of the signs, and given the existing signage on the existing site.

Given the scale and appearance of the application site, and acknowledging its role as a commercial use within an established employment zone, it is considered that the signage scheme is compatible with the area and surroundings and would not appear cluttered or overly dominant. Furthermore, due to the design and colours, the signs would not appear overly prominent or detract from the character of the wider area, the host building or harm the amenity of the occupants of neighbouring buildings.

Therefore, in light of the above assessment, it is considered that the proposed advertisements would not have a negative impact on public safety or the amenities of the surrounding area. The signage would not appear overly prominent and would protect amenity of nearby occupiers. As such the application accords with 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, plus informative:

This consent relates to the following plans:

- Location Plan
- Ren22 CI0937 Proposed Signs (Dated 20.09.2023)
- RenPFL0937 Block Plan
- Dacia Fascia Pentagon
- 6.5 Dacia Totem

- 4m Mast
- Ren Fascia 2023
- 6.5 Renault Totem

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