

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
22/01420/FUL	Majid Mir	18/01/2022

Address: Kingsway Retail Park, Kentucky Fried Chicken Gb Ltd Kingsway
Rochdale OL16 5DB

Proposal: Cladding to front side and rear elevations

PUBLICITY	Weekly list expired?	Y	Site notice expired?	Y
	Neighbour letters expired?	Y	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: LA

DATE: 09/02/23

SITE

The application site relates to the Kentucky Fried Chicken (KFC) restaurant and drive-through located in the Kingsway Retail Park, Kingsway, Rochdale. The site is located within a retail park where the majority of the nearby properties are commercial units, the property located on the opposite side of Kingsway is a car showroom and MOT and service centre however located adjacent to this site are some residential properties. The KFC unit is located close to the entrance to the retail park and the side of the site runs alongside Kingsway. The site occupies a prominent position in the retail park which can be viewed from numerous vantage points and by passing motorists on Kingsway. The site is allocated as being within a Primary Employment Zone.

PROPOSAL

The application seeks permission for the installation of cladding to the external elevations of the building. The cladding would be on a single storey structure used for the driveway. It is located on the western side of the site.

The cladding is proposed to be Durasid Siding V-groove 250mm with digitally printed vertical planks. The proposed colour and finish would be in a Barnwood Grey.

The applicant is proposing a number of other alterations including painting the brick work, replacing windows and proposing new advertisements. However, these elements would fall under permitted development rights or would require advertisement consent, and therefore these elements have not been considered as a part of this proposal.

RELEVANT PLANNING POLICY

National Guidance

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

Adopted Rochdale Core Strategy (CS):

SO1	To deliver a more prosperous economy
SO3	To improve design, image and quality of place
E2	Increasing jobs and prosperity
E3	Focusing on economic growth corridors and areas
SD1	Delivering sustainable development
P2	Protecting and enhancing character, landscape and heritage
P3	Improving design of new development
T2	Improving accessibility
DM1	General development requirements

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
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RELEVANT SITE HISTORY

99/D35865 Non-Food Retail Park and Fast Food Unit (Amended Plans) – Granted

99/A4851 Various Internally Illuminated Low Level Customer Information Signs and Non-Illuminated Traffic Signs - Granted

99/A4852 - Internally Illuminated Pole Mounted Logo Sign to Road Frontage of Restaurant - Granted

99/A4853 Externally Illuminated Wall Mounted Signs - Granted

02/D39899 Erection of Restaurant with Drive-Thru Facility - Granted

02/D39900 Erection of Restaurant with Drive-Thru Facility (Duplicate Application) - Granted

02/A5168 Various Illuminated and Non-Illuminated Signs - Granted

08/D50944 Alterations to Shop Entrance Including New Door - Granted

08/A5686 3 Internally Illuminated Fascia Signs, 2 Internally Illuminated Wall Mounted Signs and Externally Illuminated Pylon Sign – Granted.

12/56162/FUL – New shop front including the removal of lower cappings to all elevations, removal of existing canopy to front elevation and replacement front entrance door – Approved - 18.12.2012.

12/56163/FUL - Erection of internally illuminated flex box logo sign to front entrance and internally illuminated letter signs to both sides of KFC tower including new red fascia panels to front, rear & side elevations together with replacement of various external illuminated & non illuminated signs – Approved - 17.12.2012

18/00870/FUL - External alterations to the existing building and erection of single storey drive-through extension. Granted subject to conditions.

CONSULTATION RESPONSES

No consultation responses.

REPRESENTATIONS

The application has been publicised with neighbour notification letters and a site notice. One neutral response has been received. The response queried the ownership of the access of the access road. Subsequently, the location plan was amended.

ANALYSIS

Policies DM1 and P3 of the Council's adopted Core Strategy requires development proposals to demonstrate high quality design. Additionally Policy P3 of the adopted Core Strategy requires buildings to contribute positively to the townscape. Policy DM1 of the Core Strategy states that all development proposals will be expected to demonstrate that they are of high quality design and take the opportunity to enhance the quality of the area, in addition to requiring a number of other basic planning considerations.

Paragraphs 126 and 130 of the National Planning Policy Framework (NPPF) state that good design is a key aspect of sustainable development and that planning policies and decisions should ensure that developments function well and add to the overall quality of the area and are visually attractive as a result of good architecture, layout and appropriate and effective landscaping. Paragraphs 130 also states that developments should be sympathetic to local character, including the surrounding built environment.

The application proposes the installation of cladding to the front, side and rear elevations of the single storey building used for the drive-thru. This element of the building is to the west of the site and is visible when travelling along the busy Kingsway. Additionally, there are a number of houses on the opposite side of the Kingsway that face directly towards this part of the building. The cladding would cover a small part of the overall building and would break up the brick on the wester elevation. Additionally, the canopy would remain the most prominent element when viewed from Kingsway. As such it is considered that the proposal to clad this element of the building would have limited impact on the character and appearance of the host building and the surrounding area.

The design of the proposal is considered to be acceptable and accords with policies DM1 and P3 of the adopted Rochdale Core Strategy and the NPPF.

RECOMMENDATION

1. The development must be begun not later than three years beginning with the date of this permission.

Reason: Required to be imposed by Section 91 of the Town and Country Planning Act 1990 (as amended).

2. This permission relates to the following plans:

- Location plan. Received by email on 26/01/2023
- Existing site & signage plan. Drawing no: 2616/2022/G120
- Proposed site & signage plan. Drawing no: 2616/2022/P121. Revision: C. Received by email on 31/01/2023
- Existing external elevations. Drawing no: 2616/2022/P210
- Proposed external elevations - Sheet 1. Drawing no: 2616/2022/P211. Revision: B
- Proposed external elevations – Sheet 2. Drawing no: 2616/2022/P212. Revision: B

and the development shall be carried out in accordance with the approved drawings.

Reason: For the avoidance of doubt and to ensure a satisfactory standard of development in accordance with the requirements of the adopted Rochdale Core Strategy.

Procedure Statement

The proposal complies with the development plan and would improve the economic, social and environmental conditions of the area. It therefore comprises sustainable development and the Local Planning Authority worked proactively and positively to issue the decision without delay.

Report Author Majid Mir