

Officer Report

Case Reference: PL/2025/1319
Location: Sandbrook Park, Sandbrook Way, Rochdale
Proposal: Installation of 4 EV Repid Charging Dual-Post Signs and 4 Directional Dual-Post Signs
Recommendation: Approve with Conditions
Officer: Rosalind Gralton

Site Location

The site relates to an area of parking spaces in Sandbrook Retail Park. The spaces are located closest to the McDonalds Drive Thru, on the northern side of the retail park. There has recently been an approved permission for the erection of 12 electric charging car parking bays with 6 upstands and associated equipment in these spaces.

Proposal

The application proposes the erection of freestanding signage.

- 4 Electric Vehicle Rapid Charging Dual-Post signs
- 4 directional dual post signs

The sign would be constructed of aluminium, mounted on steel poles and non illuminated.

RELEVANT PLANNING POLICIES

National Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Regional Guidance

Places for Everyone Joint Development Plan (PfE):

JP-P1 Sustainable Places

Saved Rochdale Unitary Development Plan (UDP) 2006:

G/D/1 Defined Urban Area

Adopted Rochdale Core Strategy (CS):

P1 Improving Image

P3 Improving design of new development

T2 Improving accessibility

DM1 General development requirements

PUBLICITY

In line with the Council's Publicity Code for Applications, no direct publicity was undertaken, and no representations have been received.

SUMMARY OF THIRD-PARTY REPRESENTATIONS

N/A

SUMMARY OF CONSULTATION RESPONSES

N/A

ASSESSMENT

Paragraph 141 of the NPPF states that quality and character of places can suffer when advertisements are poorly sited and designed, whilst also noting that advertisements should be subject to control for planning purposes 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.

Policy P2 of the Core Strategy acknowledges that enhancing and protecting the Borough's unique character can lead to improvements in quality of life and can also help to booster the visitor economy and inward investment. It states that the Council will protect and enhance the boroughs character, the distinctiveness of its town centres, housing areas and countryside and the qualities of its landscape

The signs as proposed would seek to provide directions to the recently approved electric vehicle parking area and it is noted that the surrounding uses across the retail and leisure park also benefit from external signage. The proposed signs would be relatively small in the context of the wider site. The sign would however be of a scale and context expected for the proposed use. The proposed colours are aligned

with the operator's requirements and in keeping with the overall character of the site and would not detract from the appearance of the site. The sign would be in keeping with the leisure use and would only be visible from within and upon entry to the leisure/retail park and on balance the sign is considered to be acceptable in terms of visual amenity.

The proposal is not considered to cause any issues with regards to public or highway safety including by way of illumination or obstruction.

It is therefore considered that the application does not materially conflict with the requirements of the adopted Places for Everyone policy JP-P1, adopted Rochdale Core Strategy policies P1, P2, P3, T2 and DM1, and the National Planning Policy Framework.

Recommendation: Approve with Conditions

Condition(s) (6)

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- 2 No advertisement shall be sited or displayed so as to –
 - endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - obscure, or hinder the ready interpretation of, any traffic sign, railway sign or aid to navigation by water or air; or
 - hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- 3 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

- 6 The approval is for a period not exceeding five years from the date of this consent.

This permission relates to the following plans:

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- Application Form
- Location Plan
- Signage Site Plan Proposed V1
- Signage Site Plan Proposed V2
- Signage Plan - A1 Turn Left
- Signage Plan - A2 Turn Right
- EV Charging Sign Elevation - Elevation Plan