

Date: 01/05/2026
Your Ref: PP-14481809
Our Ref: 17688b

DWD

69 Carter Lane
London
EC4V 5EQ

Rochdale Metropolitan Borough Council
Economy and Environment
Planning Service
Rochdale
OL16 1XU

Dear Tom Hiles,

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007

APPLICATION FOR ADVERTISEMENT CONSENT AT PLOT J2 KINGSWAY BUSINESS PARK, JAMES KEARNS AVENUE, ROCHDALE, OL16 4NR

DWD is instructed to submit an application for advertisement consent at the above site for the following signage:

“The installation of non-illuminated signs”

The application has been submitted via the Planning Portal and comprises this cover letter and the following documents:

- Application Form;
- Location Plan, drawing no. 24086 - ASA - 00 - EX.SI - D - A - P001_(S0 - P1), prepared by Ashton Smith;
- Proposed Signage Plan, drawing no. 24086 - ASA - 00 - ZZ.ZZ - D - ARC - 0020 _ (S3 - P05), prepared by Ashton Smith;
- Proposed Elevations, drawing no. 24086 - ASA - 00 - ZZ.ZZ - D - ARC - 0022 _ (S3 - P04), prepared by Ashton Smith; and
- Signage Pro Forma, prepared by DWD, dated 24.04.2026

Payment for this application to cover the requisite planning fee of £174.00 and Planning Portal, including administrative fee of £91.00 has been made online on the date of this letter.

The application follows planning permission granted on 02/07/2025 (ref: 25/00369/FUL) for:

“Alterations to existing elevations including installation of ventilation louvres; installation of ancillary infrastructure to facilitate site operations including sprinkler tanks, pump house, winter module, substation switchroom, transformers, waste storage area, guardhouse and smoking shelter together

with alterations to existing retaining wall and installation of metal grid ramp, automated barriers and lighting”.

Proposed Development

Advertisement consent is sought for a series of directional signs comprising signage for:

- 3x Van Storage Way Finder Signs ('VSWF');
- 2x Driver's Rest Signs ('DREST');
- 3x 5MSB (MPH / SPEED BUMPS);
- 3x Yard Rules Signs ('YRLG'); and
- 2x Yard Rules Signs ('YRSM').

Please refer to the Signage Proforma for the specification of each signage and please see drawing reference 24086 - ASA - 00 - ZZ.ZZ - D - ARC - 0020 _ (S3 - P05) for the locations of each proposed signage on site. For the avoidance of doubt, please note that none of the signs are proposed to be illuminated.

Planning Assessment

Regulation 3 of the Town and Country Planning (Control of Advertisement) Regulations 2007 requires local planning authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material and any other relevant factors. Part 2(a)(b) of Regulation 3 sets out these factors which include the characteristics of the locality, such as historic interest, and impact on public safety comprising the safety of persons using any highway and whether the display of the advertisement is likely to obscure the interpretation of a sign or hinder any device used for security and surveillance purposes.

The proposed signs are intended to improve navigability within the application site and to make clear that there are specific accesses for different types of vehicles, as well as to remind employees of Site rules. The signage is considered to be suitable given the site's context in an industrial area and the size of the signage is in scale with the massing of the building and similar signage in the local area.

As set out within the application paperwork, none of the signs are proposed to be illuminated. The signage is considered to be suitable given the site's context in an industrial area and the size of the signage is in scale with the massing of the building and similar signage in the local area.

In relation to Paragraph 141 of the NPFF (December 2024), the proposed advertisement(s) will not be detrimental to amenity of public safety, taking account of cumulative impacts, and should therefore not be subject to control.

In addition, it is considered that the signage complies with the Local Planning Authority's design criteria set out within strategic Policy SO3 (To improve design, image and quality of place); Policy P1 (Improving Image) of the adopted Core Strategy, and within the Design and Planning Process (A Guide to Good Practice) SPD (Supplementary Planning Guidance). The signage has been sympathetically designed to respect the site's context and its relationship to adjoining buildings and the surrounding area. There are various existing employment uses within the immediate surroundings. The proposed signs are considered to have a negligible impact on the character of the local area.

We trust that the application includes sufficient information to enable it to be validated and should you require further information or clarification on any matter then please do not hesitate to contact me.

Yours sincerely,

G. Smith

Georgina Smith

Senior Planner

DWD

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