

Officer Report

Case Reference: PL/2026/0123
Location: Land at Hareshill Road North, South Heywood
Proposal: Application for advertisement consent for the display of 1no. illuminated emblem, 1no. illuminated sales entrance sign, 2no. non-illuminated entrance sales signs, 9no. flag poles and 4no. corten entrance signs.
Recommendation: Approve with Conditions
Officer: Anna Hayes

SITE

The application relates to a parcel of land known as Phase 1A of Plot 3, Hareshill Road north, South Heywood, which gains primary access from Queen Elizabeth II Way to the south. Planning permission has recently been granted for the development of 186 dwellings on this site (PL/2025/1221) together with associated landscaping, open space, internal roads, footways and supporting infrastructure, pursuant to the outline consent for residential development granted under reference 16/01399/HYBR on 31 March 2020.

Commercial units primarily surround the site to the east and west, with residential properties to the north and south.

PROPOSAL

In connection with the recently approved housing development, this application seeks advertisement consent for the following signage:

- 1no. 1mx1m Illuminated Northstone Emblem
- 1no. 1.0mx1.0m Illuminated Corten Sales Entrance sign
- 2no. 2.2mx2.2m Entrance sales signs positioned adjacent to each other facing in opposite directions in dibond on aluminium posts.
- 9no. 0.9mx1.8m mesh flags with flag poles
- 4no. 3mx1.25m Corten entrance signs

Full details of the signage is shown on the submitted plans and documents:

- SH01-P-LP-001 A Location Plan

- SH01-P-M-001 rev D Marketing and signage location plan
- Setl signage plan and specification v7 received 11.05.2026
- P-AD-SH01 rev A Proposed Advertisement
- Application form signed 11.05.2026

The proposed advertisements relate to the marketing of Northstone and their new 'Setl' development site.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) December 2024

National Planning Practice Guidance (NPPG)

Development Plan

Planning decisions should be made in accordance with the development plan unless material considerations indicate otherwise and the NPPF does not change the statutory status of the development plan as the starting point for decision making.

The development plan for the proposal consists of the Places for Everyone (PfE) Joint Development Plan, Rochdale Core Strategy (CS), adopted 2016, saved Unitary Development Plan (UDP) policies, and the Greater Manchester Joint Minerals Plan April 2013. The Council also has an adopted series of Supplementary Planning Documents and Supplementary Guidance Notes, which are other material considerations.

Places for Everyone Joint Development Plan (PfE) (2024)

Sustainable and Resilient Places

JP-S1 Sustainable Development

Rochdale Core Strategy (CS)

SO3 Improving design, image and quality of place

P1 Improving Image

P3 Improving design of new development

T2 Improving accessibility

DM1 General development requirements

RELEVANT SITE HISTORY

16/01399/HYBR – Part full/part outline planning application for the development of land at South Heywood, including the demolition of a number of existing on-site buildings and structures. Full consent sought for the construction of a new link road between Junction 19 of the M62 and Pilsworth Road, the widening of part of Pilsworth Road, together with associated junction improvements, landscaping, lighting and other works including the importation of material and engineering works in order to construct the link road. Outline consent (with all matters reserved for future approval except access) sought for a major mixed use development comprising supporting residential uses comprising up to 1000 dwellings (Class C3); employment uses (Classes B2/B8) comprising up to 135,460m² Gross Internal Area(GIA); a new primary school (Class D1); Class A1/A2/A3/A5 uses comprising up to 2500m² GIA which includes no more than 499m² of A1 uses; together with associated landscaping, open space and sports pitches, drainage, ecological enhancements, cycleway and footpath linkages, infrastructure and other works ancillary thereto. (Application accompanied by an Environmental Statement) – Granted March 2020

The above permission has been subject to a number of Non-Material Amendments applications, primarily relating to the operation of various planning conditions.

PL/2025/1221 - Reserved matters application for layout, scale, appearance and landscaping (access already approved) for 186 residential dwellings and associated works pursuant to hybrid planning permission 16/01399/HYBR – Granted 27.03.2026

OTH/2025/1307 - Submission of details to comply with conditions 15 (Ground Investigation and Risk Assessment), 16 (Intrusive Ground Investigation), 17 (Archaeological Investigation), 19 (Foul Drainage Strategy), 20 (Surface Water Drainage Scheme), 24 (Noise Mitigation Scheme), 25 (Landscape and Habitat Creation and Management Plan), 26 (Method Statement for Invasive Plant Species), 27 (Arboricultural Impact Assessment), 28 (Details for protecting water mains) and 34 (External Lighting Details) of planning permission 16/01399/HYBR – Decision Issued 27.03.2026 (details relating to condition 28 are still pending).

CONSULTATION RESPONSES

Highways and Engineering

Confirms no objections to the proposal.

REPRESENTATIONS

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

ANALYSIS

This application is made under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. 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. The NPPG also states that in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood. The visual and aural impact of proposed advertisements should be taken into account when considering the amenity of the surrounding street scene.

Amenity

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 proposed advertisements would be situated along the southern border of the site fronting onto Queen Elizabeth II Way and around the new site entrance.

The proposed x9 flagpole advertisements would be 6m in height and would be prominently sited within the landscape visible from Queen Elizabeth II Way (non-illuminated). The flag poles would be black powder coated carbon fibre flag poles with 900mm x 1800 mm mesh flags advertising Northstone branding and the new 'Setl' development site in colours black, sage green and pastel orange. Whilst they would be prominent features visible from the adjacent highway, they would be clearly read in connection with the adjacent development site and so would not be out of character with the changing landscape.

Upon entry to the site, two entrance sales signs are proposed (non-illuminated). These adverts comprise 2.2m x 2.2m di-bond panels displaying a CGI image of the new housing development and interiors with QR codes. Measuring 4.5m in height above ground level on powder coated aluminium poles, these adverts would be prominent to passers-by but are appropriately linked to the adjacent development so would not be out of character. They are appropriately setback to not visually dominate the site entrance.

Along the main access route into the site, 4no. 3m x 1.25m corten panels (non-illuminated) would run parallel to the highway. These signs would be unobtrusive within the newly created environment and would display 'Setl by Northstone' branding.

Plot 42 is Northstone's sales building and to the front of this unit and plot, the proposal seeks to include x1 internally illuminated Northstone Emblem and x1

internally illuminated Sales Entrance sign. Both signs would not be harmful to the character of the area. Even accounting for the 2-year advertisement period, both signs are suitably distanced from the nearest plots, namely plots 25 and 26 and would not harm the amenity of the area with the proposed illumination.

The proposed advertisements are temporary in nature and directly related to the marketing of the residential development. The application form seeks advertisement for two years from 05/02/2026 to 04/02/2028 which is considered appropriate.

Overall, the signage proposed is typical to that of a new housing development and all adverts are sited appropriately within the site so not to appear overly dominant, therefore would not result in any amenity impacts which should prevent consent. The proposals are in accordance with Policies P3 and DM1 of the Core Strategy.

Public Safety and Highways

The proposals have been reviewed by the council's highways officers. The application seeks to introduced signage surrounding a development site as opposed to any distraction these banners will assist as a navigational aid until the residential estate becomes established. On this basis, the LHA have confirmed no objection to the proposals. On this basis, the proposals are not considered to cause any issues with regards to public or highway safety including by way of illumination or obstruction.

Overall, 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 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.

Reason: In the interests of public safety and amenity and in compliance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 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.

Reason: In the interests of public safety and amenity and in compliance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 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.

Reason: In the interests of public safety and amenity and in compliance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 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.

Reason: In the interests of public safety and amenity and in compliance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 No advertisement shall be sited or displayed so as to –

- a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: In the interests of public safety and amenity and in compliance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 All advertisements approved under this consent shall be removed in entirety following the completion of 2 years from the date of this consent.

Reason: To protect the character of the local area in accordance with Core Strategy Policy P2 and the NPPF.

- 7 For the avoidance of doubt this consent relates to the following plans and documents:

- SH01-P-LP-001 A Location Plan
- SH01-P-M-001 rev D Marketing and signage location plan
- Setl signage plan and specification v7 received 11.05.2026

- P-AD-SH01 rev A Proposed Advertisement
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