

Officer Report

Case Reference: PL/2026/0399
Location: Land to the North of James Kearns Avenue, PLOT J2 at Kingsway Business Park, James Kearns Avenue, Rochdale, OL16 4NR
Proposal: Installation of various non-illuminated signs
Recommendation: Approve with Conditions
Officer: Bob Melling

SITE

The application relates to an industrial site at Plot J2 on Kingsway Business Park, which is accessed via James Kearns Avenue. Permission was granted in May 2023 (ref: 22/01200/FUL) for the development of two buildings for Class E(g)(iii) (Industrial Processes), B2 (general industrial) or B8 (storage or distribution) use, and associated service yards, parking, fencing, walling and landscaping and two new access points (one distinct access for each unit), from James Kearns Avenue.

PROPOSAL

Consent is sought for the following non-illuminated signage:

- 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').

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

- Location Plan. Dwg no. 24086-ASA-00-EX.SI-D-A-P001_(S0-P1)
- Proposed Signage Plan. Dwg no. 24086-ASA-00-ZZ.ZZ-D-ARC-0020_(S3-P05)
- Existing Elevations. Dwg no. 24086-ASA-00-ZZ.ZZ-D-ARC-0021_(S0-P01)
- Proposed Elevations. Dwg no. 24086-ASA-00-ZZ.ZZ-D-ARC-0022_(S3-P04)
- DWD Amazon Signage Pro Forma – VAN STORAGE FACILITY - Rochdale

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)

JP-P1 Sustainable Places

JP-S1 Sustainable Development

Rochdale Core Strategy (CS) (2016)

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

22/01200/FUL: Erection of two industrial units/warehouses (Classes E(g)(iii), B2 and B8) with ancillary office space, new access, car parking, servicing, boundary treatments, hard and soft landscaping and other associated works. Approved.

CONSULTATION RESPONSES

N/A

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 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. 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.

Overall, the signage proposed is typical to that of an industrial development and all adverts are sited appropriately within the site so not to appear overly dominant. The proposals are in accordance with the Development Plan and the requirements of the NPPF.

Public Safety and Highways

The proposed signage is within the application site and would not affect the adopted highway network. The signage is non-illuminated and intended to improve navigability within the application site. On this basis, the proposals are not considered to cause any issues with regards to public or highway safety in accordance with the Development Plan and the requirements of the NPPF.

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.
- 7 For the avoidance of doubt this consent relates to the following plans and documents:
 - Location Plan. Dwg no. 24086-ASA-00-EX.SI-D-A-P001_(S0-P1)
 - Proposed Signage Plan. Dwg no. 24086-ASA-00-ZZ.ZZ-D-ARC-0020_(S3-P05)
 - Existing Elevations. Dwg no. 24086-ASA-00-ZZ.ZZ-D-ARC-0021_(S0-P01)
 - Proposed Elevations. Dwg no. 24086-ASA-00-ZZ.ZZ-D-ARC-0022_(S P04)
 - DWD Amazon Signage Pro Forma – VAN STORAGE FACILITY - Rochdale