

Officer Report

Case Reference: PL/2026/0441
Location: Land between 473 - 475, Oldham Road, Rochdale, OL16 4TD
Proposal: Application to install one non-illuminated freestanding sign
Recommendation: Approve with Conditions
Officer: Majid Mir

SITE

The application relates to a small parcel of land sited on land directly adjacent to the adopted highway.

The proposed sign would be located by the main access into the retail car park for the retail units granted planning permission under planning application 23/00820/FUL. The proposed sign would also be located close to 475 Oldham Road.

The site is within the Oldham Road Local Centre and within the Defined Urban Area as defined by the UDP.

PROPOSAL

The application has been submitted as a joint application along with application PL/2026/0414 for the installation of four EV charging stations along with associated works. This application proposes the installation of one non-illuminated freestanding sign. The sign would advertise the EV charging stations located within the car park.

The freestanding sign will have an overall height of 1.8m. The sign will be fixed to a single pole. The sign will be 0.9m tall and 0.4m wide. There will be one sign on either side of the pole.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Regional

Places for Everyone Joint Development Plan (PfE):

JP-P1 Sustainable Places

Local

Adopted Rochdale Core Strategy (CS) 2016:

SO3 Improving design, image and quality of place

P1 Improving Image

P2 Protecting and enhancing character, landscape and heritage

P3 Improving Design of New Development

SO5 Improving accessibility and delivering sustainable transport

T2 Improving accessibility

DM1 General Development Requirements

Saved Rochdale Unitary Development Plan (UDP) 2006:

G/D/1 Defined Urban Area

G/S/1 Hierarchy and Role of Centres

S/6 District Centre, Local Centres and Linear Commercial Areas

RELEVANT SITE HISTORY

22/00947/FUL - Erection of two commercial units (Class E) including associated access, plant area, car/cycle parking and landscaping. Decision: Withdrawn.

23/00820/FUL - Erection of two commercial units (Class E) including associated access, plant area, car/cycle parking and landscaping - Re-submission of 22/00947/FUL. Grant subject to conditions.

25/00725/DOC - Submission of details to comply with conditions 6 (cmp), 7 (drainage) and 8 (Phase 1 Desk Study & Coal Mining Risk Assessment) on planning permission 23/00820/FUL. Decision: Request completed.

OTH/2026/0161 - Submission of details to comply with conditions 3 (materials), 4 (hard landscaping), 5 (external lighting), 9 (construction of boundaries), 12 (architectural detailing), 14 (service management plan), 16 (highways) and 17 (cycle parking facilities) on planning permission 23/00820/FUL. Decision: Under consideration.

PL/2026/0484 - Application for 4 internally illuminated fascia signs, 1no. projecting sign and 7no. non-illuminated advertisement signs. Decision: Under consideration.

PL/2026/0471 - Installation of ATM machine and externally mounted CCTV camera and quad light. Decision: Under consideration.

PL/2026/0414 - Installation of four electric vehicle charging stations and associated equipment.
Decision: Under consideration.

CONSULTATION RESPONSES

Highways and Engineering

We have no highways objection to this 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 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 JP-P1 of the adopted Places for Everyone and Policy P3 of the adopted 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 freestanding sign would be sited directly adjacent to the adopted highway and directly in front of the boundary treatment that separates to the adopted highway and the car park of the retail units. It is also noted that the site is located within a local centre. The sign would not be illuminated and would be of a relatively small scale. Additionally, the proposed sign would also be of a relatively simple design with limited colours. Within this location there is already lampposts, highway signs and illuminated advertisements. Overall, the sign would be viewed within context of the commercial unit within a local centre and adjacent to the busy Oldham Road.

The proposal is therefore considered to not appear as an overly dominant addition and as such would not result in any amenity impacts which should prevent consent. The proposal is thereby

in accordance with policies P2, P3 and DM1 of the Core Strategy, policy JP-P1 of the PfE and the NPPF.

Public Safety and Highways

Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety. The application proposes to install the proposed sign directly adjacent to land by the adopted highway. The proposed sign would be sat in front of the boundary treatment and clearly visible from the adopted highway.

The application does not propose any illumination for the freestanding sign. The freestanding sign would be of a relatively small scale and simple design. Furthermore, as noted above, the proposed sign would be sited by a number of existing signs and lamp posts. Additionally, the highways department have raised no objection to the proposal on highways grounds.

As such, it is considered that the proposed freestanding sign would not cause any issues with regards to public or highway safety. Therefore, the proposal accords with the requirements of policies P2, P3, T2 and DM1 of the adopted Core Strategy, policy JP-P1 of the adopted PfE and 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.

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 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.

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 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.

- 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.

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 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.

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

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

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

- Advertising Consent Plan. Drawing number: 10884 - 0001_04. Revision: A
- Equipment Elevations – Signage - 0.9m Sign on Pole. Drawing number: 10884 - 0001_ Revision: A
- Application form