

Officer Report

Case Reference: PL/2026/0751
Location: MAYFIELD PARADE, ALBERT ROYDS STREET,
ROCHDALE, OL16 2US
Proposal: Installation of 2No. EV charging stations and ancillary
equipment. CCTV and 1No. freestanding, non-illuminated
totem sign displaying company logo
Recommendation: Approve with Conditions
Officer: Rosalind Gralton

SITE DESCRIPTION AND CONTEXT

The application relates to Mayfield Parade shopping precinct located on the western side of Albert Royds Street, Rochdale, off the Bypass. It comprises 5 units and a small car park, occupied by a mix of uses of retail, takeaways and tanning shops.

The site is located within the Defined Urban Area as defined by the UDP.

PROPOSAL

Planning permission is sought for the installation of 2No. EV charging stations and ancillary equipment. CCTV and 1No. freestanding, non-illuminated totem sign displaying company logo.

RELEVANT PLANNING AND ENFORCEMENT HISTORY

PL/2026/0900 - Installation of 2No. EV charging stations and ancillary equipment. CCTV and 1No. freestanding, non-illuminated totem sign displaying company logo - Advertisement consent - Pending consideration

RELEVANT PLANNING POLICIES

National Policy and Guidance:

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Places for Everyone Joint Development Plan (PfE):

JP-P1 Sustainable Places

JP-P4 New Retail and Leisure Uses in Town Centres

JP-J1 Supporting Long-Term Economic Growth

JP-S1 Sustainable Development

Adopted Rochdale Core Strategy (CS):

SD1 Delivering sustainable development

DM1 General Development Requirements

SO1 Delivering a more prosperous economy

E1 Establishing thriving town, district and local centres

E2 Increasing jobs and prosperity

SO3 Improving design, image and quality of place

P3 Improving design of new development

SO4 Promoting a greener environment

G9 Reducing the impact of pollution

SO5 Improving accessibility and delivering sustainable transport

T2 Improving Accessibility

Saved Rochdale Unitary Development Plan (UDP) 2006:

G/D/1 Defined Urban Area

G/S/1 Hierarchy and Role of Centres

S6 District Centre, Local Centres and Linear Commercial Areas

Supplementary Planning Documents (SPD):

Supplementary Planning Guidance note 'Guidelines and Standards for Residential Development' (June 2016).

PUBLICITY

Site Notice: N/A

Press Notice: N/A

Neighbour Notification: Not required

SUMMARY OF THIRD-PARTY REPRESENTATIONS

None received

SUMMARY OF CONSULTATION RESPONSES

N/A

ASSESSMENT

Character and Visual Amenity

The proposed two EV chargers and ancillary equipment would take two of the existing spaces within the car park. The proposed spaces would be existing spaces and the equipment would be sited on the existing hatched area not for parking and located on the grass verge within the site. A lamppost would be relocated to accommodate the works and a small bollard located on the site to protect the feeder pillar. Additionally, CCTV is to be installed. The upstands, lamppost and signage would be constructed in aluminium, which is acceptable. No details of the levels of illumination the EV chargers would have are provided, however given the scope of the illuminated elements this is unlikely to be significant. The scale and design of the works are of a standard of design which is typical of such an arrangement. It is considered that the proposed development would not result in any undue harm to the appearance of the property and the street scene and therefore it is considered the proposal would result in a satisfactory standard of design and visual appearance and the application accords with the relevant parts of Core Strategy policies DM1, P3, the PfE and the NPPF.

Amenity

The application site is located on Mayfield Parade in the Bellfield area of Rochdale, off Albert Royds St which is a busy highway. The proposed two EV spaces are tucked in the corner of the existing parking spaces. Given the existing use of the site it is not considered the two charging points will substantially increase the level of noise and nuisance above what would be expected within the area and not to a degree that would be detrimental to the amenity of any neighbouring uses nearby.

It is likely that noise would be emitted on interaction with the EV charging points however this would generally only be audible if standing in close proximity to the charger itself.

Therefore, it is not considered that the EV chargers and associated equipment would give rise to unacceptable acoustic impacts.

Having regard to the above, the proposal is considered to accord with the relevant provisions of the Core Strategy, PfE and NPPF in relation to noise and amenity.

Public Safety

Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety. It is therefore considered that the proposed development is acceptable in terms of public safety and in accordance with policy DM1 and the NPPF.

Recommendation: Approve with Conditions

Condition(s) (2)

- 1 The development must be begun not later than three years beginning with the date of this permission.

Reason: Required to be imposed by Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development shall be carried out and retained in accordance with the following drawings and documents hereby approved:

- Application Form
- Existing and Proposed Site Layout 10249 - 0142_01-pl RevA.pdf
- Planning Statement.pdf
- Proposed Elevations 001_29.pdf
- Proposed Elevations 001_58.pdf
- Signage Elevations 001_61-04.pdf
- Location & Block Plan 10249 - 0142_02 RevA.pdf
- Feeder Pillar Elevations 001_27 RevB.pdf
- Specifications (dual arm) evd160kuc01_v04.pdf
- Equipment Elevations - cctv - including cabling details (underground) 001_59 RevC.pdf

Reason: For the avoidance of doubt and to ensure a satisfactory standard of development in accordance with the policies contained within the adopted Rochdale Core Strategy, the saved Rochdale Unitary Development Plan, the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

Approval Reason(s) (1)

- 1 The proposal complies with the development plan and would improve the economic, social and environmental conditions of the area. It therefore comprises sustainable development and the Local Planning Authority worked proactively to issue the decision without delay.

