



PROPOSED FRONT ELEVATION 1:50
(Post development)



15 Fleece Street is situated within the Rochdale Town Centre Conservation Area, valued for its historic townscape and architectural cohesion, particularly among its early 20th-century commercial frontages.

The unit is occupied by a new business, Sofiah Bakes, and features recently installed signage comprising a composite aluminium panel with a blue background and white 3D lettering. The sign is located within the existing timber fascia, preserving the original proportions and detailing of the shopfront.

As shown in the proposed drawings, the signage is fitted with discreet LED illumination, which provides subtle, energy-efficient lighting to enhance legibility during evening hours. The lighting is low-level, non-intrusive, and designed to avoid glare or disruption to the wider streetscape.

The installation has not involved the removal or alteration of any historic fabric. The design respects the scale, materials, and rhythm of the host building and contributes positively to the visual quality of the street scene.

The signage maintains the visual coherence of the street scene, does not detract from the character or appearance of the conservation area, and remains subordinate to the host building's architectural features.

This application seeks to regularise the signage in a way that is sensitive to the conservation area while supporting the vitality and visibility of local independent retail.