rr planning ltd
town planning & development consultants
82a otley road, headingley, leeds, ls6 4ba
t: 0113 274 9422
e: enquiries@rrplanning.co.uk
rrplanning.co.uk

Our ref: hk/O/AGC/Roch/Heritage

26 October, 2020

Rochdale Council,
Planning and Regulation,
PO Box 32,
Telegraph House,
Baillie Street,
Rochdale,
OL16 1JH

Dear Sir/Madam,

Application No 20/01203/ADV – One internally illuminated fascia sign and one externally illuminated projecting sign - 40 Yorkshire Street, Rochdale, OL16 1JN - Heritage Statement

We act as planning consultants to Luxury Leisure. The subject proposal is for a single externally illuminated projecting sign. Full details are provided on the submitted proposed elevation plan.

At the national level the primary objective of the NPPF is to allow development that is sustainable to proceed, without delay. A presumption in favour of sustainable development is the basis for every plan and every decision. The NPPF sets out clearly what could make a proposed plan or development unsustainable. The NPPF is a material consideration in planning decisions.

Applicants are required to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail needs only to be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. The subject advertisement consent application is a for a single externally illuminated projecting sign. The subject property is not locally or statutorily listed but is located within the defined Rochdale Town Centre Conservation Area. The proposed external works which require consent are minimal and have no significant material impact on the character and appearance of the conservation area. Indeed the principle for illuminated signage is already established at this site and in the conservation area as a

RTPI
Chartered Town Planners

whole. We refer you to advertisement consent 14/00259/ADV for Externally illuminated fascia sign to shopfront including an externally illuminated projecting hanging sign to front elevation. There is a prevalence of modern commercial shopfront with glazed frontages and a variety of signs. The single projecting sign will fit well within the street scene without detriment to the wider conservation area.

As can be seen from the image below the proposed signage does not harm the charcter or appearance of the area.



We trust this is sufficient and propionate enough for you to register this application.

Yours sincerely,

HARIS KASUJI BA MA MRTPI