

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.
25/00933/ADVCASE OFFICER
Bob MellingDATE
23 September 2025**Address:** 67 Yorkshire Street, Rochdale, OL16 1BZ**Proposal:** One internally illuminated fascia sign and two non-illuminated window manifestations

PUBLICITY	Weekly list expired?	N/A	Site notice expired?	N/A
	Neighbour letters expired?	N/A	Press Notice expired?	N/A

DELEGATION	Significant departure from local plan?	N	Contrary to national policy?	N
	Applicant a Council Member or officer?	N	Contrary to previous decision?	N
	Major with 10 or more objections and recommending approval?	N	Called in or Planning Panel objection?	N

COMMENTS	Planning Panel comments received?	N
	Neighbour comments received?	N

EIA	Screening opinion completed and saved to Onbase?	N/A
-----	--	-----

CONDITIONS	Pre-commencement conditions proposed?	N
	Pre-commencement conditions agreed (or notification period expired)?	N/A

RECOMMENDATION	Grant subject to conditions
----------------	-----------------------------

CHECKED AND SIGNED OFF BY: RK

DATE: 23/10/2025

SITE

67 Yorkshire Street is a three storey, mid-terraced, red brick building which is located in Rochdale Town Centre. The premises are currently used at ground floor level as a

retail shop by 'Specsavers'. The site lies outside the Rochdale Town Centre Conservation Area.

PROPOSAL

Advertisement consent is sought to install an internally illuminated sign, measuring 5.81 by 1.20 metres, at fascia level on the front elevation of the building. The word 'Specsavers' would project slightly forward of the rest of the sign.

Two rows of non-illuminated safety manifestation stickers are also to be applied to the inside of the shop window. These are required for safety purposes to alert people to the presence of the glass.

The existing fascia sign and manifestation stickers are to be removed in order to make way for this signage.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)
National Planning Practice Guidance (NPPG)

Sub-Regional Policy

Places for Everyone Joint Development Plan (PfE)

JP-P1 Sustainable Places
JP-P2 Heritage

Local Policy

Adopted Rochdale Core Strategy (CS) 2016:

P3 Improving Design of New Development
P2 Protecting and enhancing character, landscape and heritage
DM1 General Development Requirements

Saved Unitary Development Plan (UDP) 2006:

G/D/1 Defined Urban Area

RELEVANT SITE HISTORY

19/01277/ADV - One internally illuminated fascia sign and two non-illuminated window manifestations - Approved December 2019

13/00512/ADV - Three internally illuminated fascia signs and one internally illuminated projecting hanging sign – Approved July 2013

CONSULTATION RESPONSES

N/A

REPRESENTATIONS

In line with the Council's Code of Publicity for this level of application, no direct publicity has been undertaken. No representations have been received.

ANALYSIS

In assessing applications for advertisement consent, paragraph 141 of the NPPF establishes that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Visual Amenity

The signs will be fully visible from Yorkshire Street. Nevertheless, it is considered that they will be acceptable in visual amenity terms. This is because:

- they will be the same size as those that they are to replace and as such they will not appear as unduly large additions to the building;
- they will be similar in design to the signs that they are to replace;
- it is contended that they will relate in a satisfactory manner to the building;
- they are to be constructed of materials that are considered acceptable for this building and location; and
- it is contended that the introduction of the new signs will not lead to the building becoming unduly cluttered with advertisement material.

The site is also within the setting of a grade II listed Public House and the Rochdale Town Centre Conservation Area. However, for the reasons outlined above, it is considered that the proposed advertisement would have a neutral impact on the significance of these designated heritage assets.

Highway Safety

Whilst the fascia sign is to be internally illuminated and will directly face Yorkshire Street, it is not envisaged that it will give rise to any undue highway safety concerns. This is because:

- Yorkshire Street is pedestrianised and not normally accessible to vehicles (other than delivery vehicles);
- the means of illumination will be static, and the level of illuminance relatively modest (300cd/m²);
- the existing fascia sign is similarly illuminated; and
- the sign is to be positioned a minimum of 2.91 metres above the level of the adjoining pavement (as is the existing fascia sign). It will not therefore hinder the safe and free flow of pedestrians using Yorkshire Street.

The manifestation stickers will be non-illuminated, will be very small and will be positioned inside the shop window. It is therefore contended that they will not give rise to any highway safety concerns either.

RECOMMENDATION

Grant (subject to standard 5 conditions).

Procedure Statement

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.

Notes for Applicant:

1. This permission relates to the following plans:

- Location Plan
- Elevations. Page 2. Issue 01
- Sign 1 - Internally Illuminated Fascia Sign. Page 3. Issue 01
- Sign 2 - Manifestation Dots. Page 4. Issue 01

Report Author Bob Melling