

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
24/01131/ADV	Hamish Rigg	15/04/2025

Address: Building and land on the north east side of Smalley Street, Rochdale, OL11 3EB

Proposal: Nine non-illuminated fascia signs

PUBLICITY	Weekly list expired?	Y	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
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CONDITIONS	Pre-commencement conditions proposed?	N
	Pre-commencement conditions agreed (or notification period expired)?	

RECOMMENDATION	Refuse
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CHECKED AND SIGNED OFF BY: TH DATE: 16/04/2025

SITE

The application relates to no. 5 Smalley Street; a single-storey red-brick industrial building in Castleton, Rochdale. The building has aesthetic value in its red brick design.

Smalley Street is predominantly residential, and forms part of a network of linear terraced houses, giving the immediate surroundings a residential character. The wider area comprises a variety of land uses, including industrial, commercial, and residential.

The application building fronts the pavement facing west, and runs approximately 60m along Smalley Street. To the east it borders Tetrosyl (Royle Barn Distribution Centre), a large industrial site.

PROPOSAL

Permission is sought for nine individual fascia signs; seven on the southern elevation at the entrance to the building, and two on the western elevation facing Smalley Street. All signs would be printed aluminium using a yellow and black colour scheme. The signs would display the Spartan Motors logo as well as general information about the car garage, including opening times, available products, and parking information. The signs would be a range of sizes from 0.7m-3m (width) and 0.15-1.5m (height).

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – July 2021

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

Policy P3

Policy DM1

RELEVANT SITE HISTORY

24/00158/FUL – approved:

Erection of air conditioning units and vents to building. Alterations to including removal of existing windows, and erection of access ramp to pedestrian access door. Removal existing hardstanding and replacement with tarmacadam. Creation of off street parking spaces.

CONSULTATION RESPONSES

None applicable

REPRESENTATIONS

In line with the Council's Publicity Code for Applications, no direct publicity was undertaken and no representations have been received.

ANALYSIS

In assessing applications for advertisement consent, paragraph 136 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.

Amenity:

The quality and character of places can suffer when advertisements are poorly sited and designed. As such, with all applications for advertisements an assessment should be made as to the impacts on visual amenity and to accord with policy P3 of the Core Strategy; signs should be compatible with the surrounding area and protect the character and appearance of the street scene. In addition, Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety.

Smalley Street and the adjoining streets comprise linear red-brick terraces dating back to the turn of the Twentieth Century, which create a distinctive traditional character and uniform appearance. The application building conforms to this character through its industrial red brick design and modest appearance.

Permission is sought for nine printed aluminium fascia signs using a black and yellow colour scheme. Under the proposed scheme, the number of signs is considered excessive and they have been randomly arranged, creating an unresolved and untidy appearance. Furthermore, the predominantly yellow colour scheme appears stark and clashes with the red brick. The proposed signage is therefore considered to appear incongruous and undermines the traditional character and appearance of the street scene. This is brought into sharper focus given the lack of commercial signage in the immediate vicinity. Overall, the design is considered to be incompatible with the surrounding area and harmful to the visual amenity of the street scene, contrary to Core Strategy Policies DM1 and P3 and the National Planning Policy Framework.

The LPA recommended to the applicant that the scheme could be improved by reducing the number of signs and choosing an alternative colour scheme. The applicant provided a mock-up image of an alternative scheme but, following several prompts, failed to provide elevation drawings and full specifications, and as such the revised scheme cannot be considered under this application.

Safety:

Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety. Whilst it is accepted that the purpose of an advertisement is to attract attention, it is important to consider whether such adverts would have the potential to have an adverse impact on road safety.

The application site is on a small residential back street where there is a light flow of traffic travelling at a relatively slow speed. As such, the proposed signage would not pose any significant risk to highways safety and in this respect would be considered acceptable.

RECOMMENDATION

Refuse:

1. By virtue of poor design, the proposed signage would cause undue harm to the character and appearance of the street scene, through an excessive number of signs which have been poorly arranged and which follow a visually obtrusive colour scheme. The design of the proposal is therefore unacceptable, in

contradiction with the National Planning Policy Framework and Rochdale Core Strategy Policies DM1 and P3.

Procedure Statement

The proposal would not improve the economic, social and environmental conditions of the area nor does it comply with the development plan and therefore does not comprise sustainable development. There were no amendments to the scheme, or conditions which could reasonably have been imposed, which could have made the development acceptable and it was therefore not possible to approve the application.

Notes for Applicant:

INFORMATIVES:

1. For the avoidance of doubt, this decision relates to the following plans and supporting documents:
 - Mock up of unit with signage in place
 - Proposed elevations and plans: PP02