

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.
25/00887/ADVCASE OFFICER
Aimee Bovaird**DETERMINATION DATE** 12.11.2026 **EXT OF TIME****Address:** Heywood Civic Hall LCpl Stephen Shaw MC Way Heywood OL10 1LW**Proposal:** Erection of 2 no. internally illuminated aluminium signs measuring 1900mm(w) x 1490mm(h) x 90mm(d), on the north and east elevations of the civic centre for a period of 5 years from 24/08/2025 to 25/08/2030

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

RECOMMENDATION	GRANT subject to conditions
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CHECKED AND SIGNED OFF BY: RK

DATE: 16/10/2025

SITE

This site is located at Heywood Civic Centre, a 1960s building located within Peine Square, Heywood, south of Lance Corporal Stephen Shaw MC Way, Heywood. The site fronts onto Peine Square.

To the west of the site and square is Heywood Library (Grade II listed).

The entire site is located within the Defined Urban Area, and is located within Heywood Town Centre. The civic centre building is not listed nor in a Conservation Area. The site has no other designations.

PROPOSAL

The application seeks permission for the erection of 2 no. internally illuminated aluminium signs measuring 1900mm(w) x 1490mm(h) x 90mm(d), on the north and east elevations of the civic centre for a period of 5 years from 24/08/2025 to 25/08/2030

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Sub-Regional Policy

Places for Everyone

JP-P1 Sustainable Places

Adopted Rochdale Core Strategy (CS):

SO3	Improving design, image and quality of place
P3	Improving design of new development
DM1	General development requirements.

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
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RELEVANT SITE HISTORY

23/01241/FUL - Refurbishment of existing Civic Centre including a single storey extension to north facing elevation to create new glazed atrium/entrance. Approved

98/D35607 – Closure of Wood Street to form additional parking area and civic/ open space events area. Installation of ramp to front of library and erection of two pole mounted CCTV cameras. – Granted subject to conditions 08/09/1998

CONSULTATION RESPONSES

Conservation And Design

No objections

Highways And Engineering

No objections

REPRESENTATIONS

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

ANALYSIS

Principle Of Development

The proposed development is within the Defined Urban Area under the Proposals Map of the Unitary Development Plan (UDP). New development, wherever possible and appropriate, should be concentrated within the urban area in order to support urban regeneration and to protect the countryside.

The application proposes multiple signage, the principle of development is considered acceptable.

Visual Amenity

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.

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.

The adverts are proposed on the north and east elevations. Both adverts are the same and will be 1.49m in height, 1.9m long and 0.09m in depth. They will have a static and static display and would not exceed illuminance levels of 600cd/m², which would be considered acceptable. Furthermore, due to the design of the advertisement the proposed illuminance would not appear overly prominent or detract from the character of the wider area or harm the amenity of the occupants or businesses of neighbouring buildings.

The signage would not appear overly prominent and would protect the amenity of nearby occupiers or businesses. The application therefore accords with policies DM1 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework.

Public and Highways Safety

Policy P3 and Policy T2 of the Core Strategy require all development proposals to adhere to high standards of design and principles relating to accessibility and highway safety. Policy DM1 sets out the general development requirements and establishes that proposals should not adversely impact on highway safety.

The Council's Highway Officer has been consulted and raised no objections as the proposed signage is typical of any commercial premises and not considered a distraction.

It is therefore considered that the proposal is in accordance with Policy P3, T2 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF

RECOMMENDATION

GRANT subject to six condition, plus: -

7. The illumination level of the advertisements hereby approved shall not exceed 600 cd/m.

Reason: In order to ensure a satisfactory appearance in the interests of visual amenity in accordance with policies P2, P3 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Informative

This consent relates to the following plans and documents:

- Proposed Site Location Plan 564- K2A-B1- 02- 90-202 Rev P01
- Proposed Signage 564-K2A-B1-02-DR-A-90-302 Rev C01
- Heritage Statement

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