

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
23/01199/ADV	Hamish Rigg	30/11/2023

Address: Unit 21, Riverside Walk, Rochdale, OL16 1BE

Proposal: Installation of two internally illuminated fascia signs, internally illuminated projecting sign and one internally illuminated menu board

PUBLICITY	Weekly list expired?		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)?	N

RECOMMENDATION	Grant (subject to conditions)
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CHECKED AND SIGNED OFF BY: Hamish Rigg

DATE: 11/12/2023

SITE

The application relates to Unit 21, Riverside Walk; a two-storey, retail/ hospitality space in Rochdale Riverside Shopping Centre. The shopping centre is a recent development comprising a mixture of retail and hospitality units serving Rochdale Town Centre. Unit 21 is publicly accessible only on foot, and is largely hidden from road traffic. It sits on a corner plot and has a large, curved western façade.

PROPOSAL

Permission is sought for one internally illuminated fascia sign on the southern elevation. Permission is also sought for an internally illuminated fascia sign, projecting sign, and menu board on the western elevation. The proposed signs advertise 'Pionero Lounge'.

- ☐ The proposed fascia sign on the western elevation would measure approx. 3m in width and 50cm in height, positioned approx. 3.3m above ground level.
- ☐ The proposed fascia sign on the southern elevation would measure approx. 3m in width and 1.6m in height, positioned approx. 2.8m above ground level.
- ☐ The proposed menu board measures approx. 1m squared, positioned approx. 1m above ground level.
- ☐ The proposed projecting 'box sign' measure approx. 93cm in width, and 75cm in height, positioned approx. 3.3m above ground level.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – July 2021

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

P3	Improving design of new development
T2	Improving Accessibility
DM1	General Development requirements.

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
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RELEVANT SITE HISTORY

N/A

CONSULTATION RESPONSES

N/A

REPRESENTATIONS

In accordance with the Council's adopted code of practice for advertisement applications, no direct publicity was issued.

ANALYSIS

In assessing applications for advertisement consent, paragraph 136 of the NPPF establishes the quality and character of places can suffer when advertisements are poorly sited and designed and that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Relevant to the application therefore are Policies P3, which above all seeks to improve the quality of design across the borough, T2, which seeks to ensure a satisfactory standard of highway safety and DM1, which is relevant to each aforementioned policy.

Design and visual amenity:

The application proposes the instillation of four internally illuminated signs, one which protrudes from the side elevation. Whilst illuminated signs are intended to capture attention, the design is minimalist and proportionate, thus would not appear distracting or garish. This is particularly true considering the abundance of illuminated signs belonging to other retail/ hospitality units in the property's immediate vicinity. The proposed signs are therefore compatible with the character and appearance of the host property and wider street scene, which has a number of other commercial premises.

Highways impact:

As the proposed signs are in a predominantly pedestrianised location, they would not be especially distracting for nearby traffic. As such, they would pose no material issues with regard to public or highways safety. This is especially true given the existing illuminated signage in the area which would prevent the proposed signage from creating additional harm.

In light of the above assessment, it is considered that the proposed advertisements would not have a negative impact on public safety or the amenities of the surrounding area. As such the application accords with P3 and DM1 of the adopted Rochdale Core Strategy and the requirements of the National Planning Policy Framework.

RECOMMENDATION

Grant (subject to conditions)

Standard 5 conditions

Informative

This permission relates to the following plans:

- Proposed signage: LNG4781.06B
- Block Plan: LNG4781.BP
- Location plan
- Existing elevations: LNG4781.02

	Date	Officer
Report Completed	05/10/2023	Signed: Hamish Rigg
Authorisation	08/01/2023	Signed: Ryan Killeen

Report Author Hamish Rigg