

APPLICATION NO.	CASE OFFICER	DATE
23/00408/ADV	Chelsea Petrillo	31/05/2023

Proposal: Installation of four internally illuminated signs including one projecting sign, and an internal digital display board

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: TH DATE: 29.06.2023

SITE

Unit 1 Riverside Walk is a commercial retail unit sited within the Riverside Shopping Complex in the Central Rochdale ward of Rochdale. The unit is currently not under any present use.

PROPOSAL

Advertisement consent is sought for the installation of four internally illuminated signs including one projecting sign (see below for proposed block plan). Specifications are as follows:

Item 1 2 x Illuminated fascia “STARBUCKS” lettering off-mounted to rails

- The fascia signs are to be internally illuminated spanning approx. 24.6m in width, 2.7m in height and positioned above the front and side entrance points mounted to the existing window sashes

Item 2 1 x 600mm Diameter projecting sign

- The projecting sign hosting the logo to face (held in place with plastic black F trim) is to project approx. 0.7m front the front elevation wall approx. 2.7m above ground level

Item 3 1 x Suspended 600mm diameter suspended sign

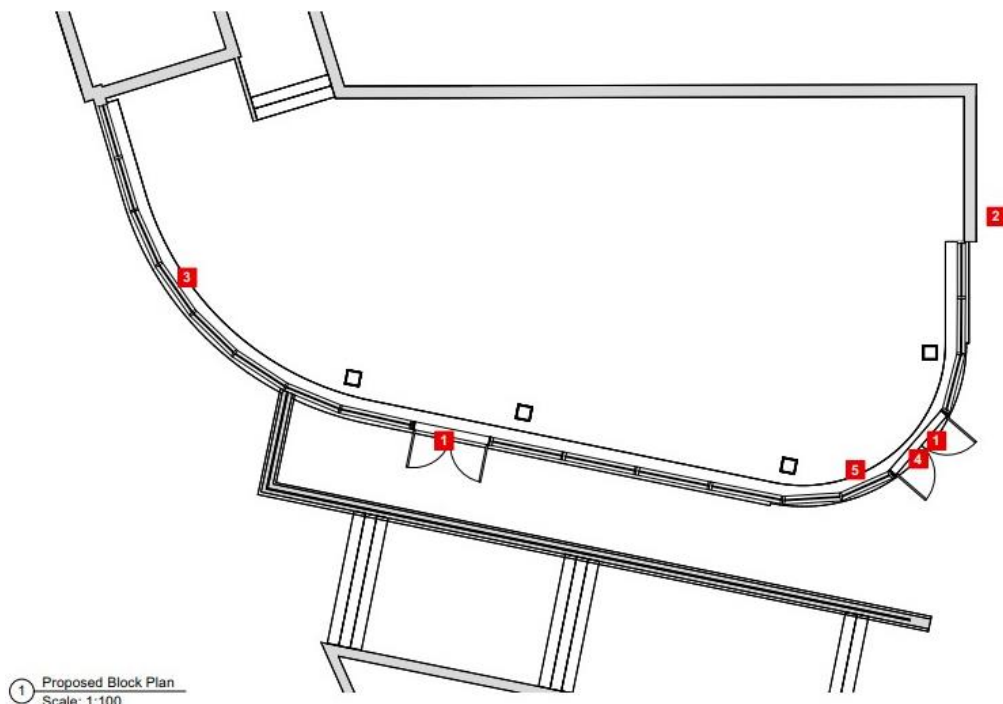
- The suspended sign, located on the window along the east side elevation, is to be positioned approx. 1.7m above ground level hosting the logo to face

Item 4 1 x 900mm diameter siren sign

- The siren sign is to be situated approx. 1.6m above the primary entrance to the unit and is proposed to host the logo to face

Item 5 1 x Digital display board

- Comprised of mild steel, the digital display board will stand approx. 2m tall (with an internally illuminated digital screen approx. 1m in height and 0.6m in width) and is proposed to be positioned next to the primary entrance along the front elevation



① Proposed Block Plan
Scale: 1:100

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – July 2021

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

SO3	Improving design, image and quality of place
P2	Protecting and enhancing character, landscape and heritage
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

16/01383/HYBR	Hybrid application comprising comprehensive phased regeneration of Rochdale Town Centre East A) Detailed application for Phase One for erection of four commercial buildings and decked car park to provide retail, food and drink uses (Use Classes A1, A3 and A4, maximum 22,511 sq.m), cinema (Use Class D2, maximum 1,797 sq.m), gym (Use Class D2, maximum 2,018 sq.m) together with new service road and junction at John Street, ancillary uses, servicing and common areas, landscaping and infrastructure; and for B) Outline application (all matters reserved) for Phase Two for erection of four buildings to provide retail, food and drink (Use Classes A1, A3, A4 and A5 maximum 1,000 sq.m), offices / commercial (Use Classes A2 and B1, maximum 4,000 sq.m), residential uses (Use Class C3, maximum 100 dwellings), hotel use (Use Class C1, maximum 120 bedrooms), and leisure (Use Class D1, maximum 500 sq.m) together with associated car parking, ancillary uses, landscaping and infrastructure. (Application accompanied by an Environmental Statement) APPROVED
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CONSULTATION RESPONSES

None Applicable

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.

The application proposes the installation of internally illuminated signs together with a projecting sign on the front elevation along Riverside Walk. It is noted the premises is not currently under any present use however, a site visit was undertaken to

understand the extent of the proposed signage to ensure it was in keeping and compatible with surrounding signage currently in place.

When assessing the design of the proposed signage, it is considered that the signs would be of a suitable size to the front of this retail unit, use minimal colours (primarily green and white), and would work well with the internal lighting and surrounding context. The lettering proposed to the 2x fascia "STARBUCKS" sign and the projecting sign, would be simple in design and the number of signs would not dominate the front and side elevation of the building and its overall appearance as a result of the large expanse of bespoke glazing across all elevations of the shop front.

Given the scale and appearance of the 'Riverside' development, and acknowledging its role as a commercial retail use within the main town centre of Rochdale, it is considered that the signage scheme would be compatible with the area and surroundings and would not appear overly dominant or lead to clutter. Furthermore, due to the design and colours, the signs would not appear overly prominent or detract from the character of the wider area or the host building, or harm the amenity of the occupants of neighbouring buildings.

There are several buildings in the vicinity of the site which are of historic value, these include no. 1 Drake Street to the south west and Town Head Offices to the north, these are both Grade II listed. To the west lies the gable wall of the Regal Moon Public House which is a building of local interest, and it is also noted that the site lies adjacent to the Town Centre Conservation Area. In the context of the development, the minimal number of signs and their simple design is considered to be appropriate. On this basis the proposed signage is not considered to cause harm to the setting of the Listed Buildings or Conservation Area.

Given this prominent town centre location, most of the signs are positioned a significant distance from any residential dwellings. In addition, the signs would not create a danger or distraction to road users or obstruct the free passage of pedestrians. The corner unit is positioned adjacent to Smith Street (a paved footpath approx. 5m adjacent to the commercial unit) and Milton Street to which the signage along the front and south elevations are not considered to deter from the wider settings or pose any public amenity concerns. In addition, the proposal is not considered to cause any issues with regards to public or highway safety including by way of illumination.

In light of the above, it is not considered that the proposal would have an adverse impact on the character or appearance of the host building, the surrounding area or the neighbouring Listed Buildings and adjacent Conservation Area. The signage would not appear overly prominent and would protect amenity of nearby occupiers. The application therefore accords with policies DM1, P2 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework.

RECOMMENDATION

GRANT Subject to Conditions

Standard conditions, plus informative:

For the avoidance of doubt, this consent relates to the following plans:

- **185.53 /01 LOCATION AND SITE PLAN**
- **185.53 /02 PROPOSED BLOCK PLAN**
- **185.53 /03 EXTERIOR ELEVATIONS**
- **185.53 /04 SIGN 1 – 255MM WORDMARK**
- **185.53 /05 SIGN 2 – 600MM PERPENDICULAR SIGN**
- **185.53 /06 SIGN 3 – 600MM SUSPENDED ROUNDEL**

- **185.53 /07 SIGN 4 – 900MM ROUNDEL**
- **185.53 /08 SIGN 5 – DIGITAL DISPLAY BOARD**

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