

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
24/00371/ADV	Hamish Rigg	02/07/2024

Address: 63-65 Yorkshire Street, Rochdale, OL16 1BZ

Proposal: One internally illuminated projecting sign and one externally illuminated fascia sign.

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)?	N/A

RECOMMENDATION	Grant STC
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CHECKED AND SIGNED OFF BY: RK

DATE: 09/07/2024

SITE

The application relates to 63-65 Yorkshire Street, a three-storey terraced property in central Rochdale, which is currently occupied by Santander and operates as a bank. Yorkshire Street is one of Rochdale's main shopping streets and falls within the UDP's Designated Town Centre. The property itself falls just outside of Rochdale Town Centre Conservation area.

The property faces south-east, fronting a pedestrianised street. It is adjoined by no. 61 to the south-west and no.67 to the north-east. The rear boundary of the curtilage faces north-west and borders 'The Reed' Public House, a Grade II listed building. Although the proposed works are not considered to be within the setting of the listed building or impact on it.

PROPOSAL

Permission is sought for the installation of one internally illuminated fascia sign and one internally illuminated projecting sign. The fascia sign will sit above the entrance, measuring approx. 0.6m tall by 7.5m wide, with a red background and white writing which reads 'Santander'. The projecting sign is a 0.7mX0.7m square with a red background displaying the Santander logo in white. Both signs will replace signs of the exact same design which are not illuminated.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

Policy P3
Policy DM1

Unitary Development Plan (UDP):

RELEVANT SITE HISTORY

16/00014/ADV: Installation 2X 46 TV Screens displaying Santander adverts – Grant STC

14/01339: Installation of one internally illuminated ATM surround- Grant STC

CONSULTATION RESPONSES

N/A

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.

The proposed signs would create no additional harm to the character of the building or the street scene as they are identical in design to the existing. The proposed signs are modest in appearance and use subtle lighting and complementary colours. They are all of an appropriate setting and scale and would appear typical on Yorkshire Street.

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 proposed signage is away from any vehicular access routes and would therefore have no impact on highways safety is acceptable and in accordance with policy DM1 and the NPPF.

RECOMMENDATION

Grant (subject to conditions)

Standard 5 conditions

Informative

This permission relates to the following plans:

- Proposed front elevation: 2201-A-1874-2100
- Sign type P
- Sign type F
- Existing and proposed block plans: 2201-A-1874-1000

