

APPLICATION NUMBER: 24/01112/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO	CASE OFFICER	DATE
24/01112/ADV 2024	Nick Brookman	23 December

DETERMINATION DATE (EXTENSION OF TIME)

17 January 2025

Address: 2 Pennine Precinct, Newhey Road, Milnrow, Rochdale, OL16 4JD

Proposal: Erection of one internally illuminated fascia sign

PUBLICITY	Weekly list expired?	Y	Site notice expired?	Y
	Neighbour letters expired?	Y	Press Notice expired?	NA

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?	NA
	Neighbour comments received?	NA

EIA	Screening opinion completed and saved to Onbase?	NA
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CONDITIONS	Pre-commencement conditions proposed?	N
	Pre-commencement conditions agreed (or notification period expired)?	N

RECOMMENDATION	APPROVE SUBJECT TO CONDITIONS
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SITE

The application relates to No.2 Pennine Precinct which is located within the Defined Urban Boundary and the Milnrow District Centre. The Pennine Precinct lies opposite the north western parcel of the Butterworth Hall and Newhey Conservation Area and the application site is set at a lower level than New Hey Road.

The application site forms 1 vacant unit on a site comprising of 8 units overall which collectively form the Pennine Precinct. The Precinct is comprised of several shops and facilities such as a pharmacy, betting shop and discount stores.

The front façade of the Precinct comprises of larger shopfront windows with fascia boards above. Residential flats are sited at first floor above the ground floor shops.

A customer car park fronts the Precinct.

PROPOSAL

Advertisement consent is sought for the erection of one non-illuminated fascia sign, sited atop the front elevation of the existing unit.

The sign is rectangular in shape and would be constructed of aluminium composite tray. The advertisement would measure 30.05cm high and 5.07m long and it would sit directly on the existing roller shutter box. The depth of the advertisement would only be 3mm.

RELEVANT PLANNING POLICY**National Guidance**

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Places for Everyone

JP-P1 Sustainable Places

Adopted Rochdale Core Strategy (CS):

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
S/6	District Centre, Local Centres and Linear Commercial Areas
BE/17	New Development Affecting Conservation Areas

RELEVANT SITE HISTORY

None relevant.

CONSULTATION RESPONSES

Highways and Engineering

No objections.

REPRESENTATIONS

Letters of notification were sent to 5 neighbours on the 22nd November 2024 and a site notice was posted outside the application site on 26th November 2024.

No comments were received.

ANALYSIS

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.

Whilst the application site lies outside the Conservation Area, given the proximity of the proposed advertisement to the neighbouring Conservation Area, the assessment of amenity should also consider the impact on its setting.

Butterworth Hall and Newhey Conservation Area includes the organic cluster of C18th and early C19th buildings that historically formed the hamlet centred on Butterworth Hall, and the later C19th formal arrangement of terraced properties aligned on Newhey Road. The proposed advertisement will not have a visual relationship with either of these character areas or the Conservation Area in general being located at the very north western edge of the Conservation Area and facing away from any built form owing to the orientation of the application site and existing unit. For this reason the proposed advertisement would have a neutral impact on the setting of the designated heritage asset.

The proposed non-illuminated sign would therefore be acceptable in the context of the surrounding shopping precinct and it would not appear out of keeping with the surrounding commercial and retail buildings. The fascia sign would be made of aluminium composite and the proposed design would not 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 it would correspond well with existing fascia advertisements across the precinct. Overall the advertisement would protect the amenity of nearby occupiers and businesses. The application therefore accords with policies DM1 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework.

In terms of highway safety, the Council's Highways Team have not raised any objection to the proposed advertisement and there are therefore no public highway safety concerns with the application.

RECOMMENDATION

Grant Subject to Conditions:

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to:
 - a. Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome civil or military)
 - b. Obscure, or hinder the ready interpretation of, any traffic sign, railway sign or aid to navigation by water or air; or
 - c. Hinder the operation of any device used for the purposes of security or surveillance or for measure the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purposes of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

This consent relates to the following plans:-

- Location Plan dated 11 November 2024
- Picture overview of the current location dated 6 November 2024
- Proposed Signage Elevation dated 6 November 2024
- Proposed Signage on shopfront dated 6 November 2024

The proposed development complies with the development plan and would improve the economic, social and environmental conditions of the area. It therefore comprises sustainable development and the Local Planning Authority worked proactively to issue the decision without delay.

Report Author Nick Brookman