

APPLICATION NUMBER: 23/01313/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
23/01313/ADV	Claire Ringwood	22 nd March 2024

Address: 2 And 2B Smith Street, Rochdale, OL16 1TU

Proposal: Number No. 2: Externally illuminated fascia sign and logo, welcome sign and window vinyls. No. 2B: Non-illuminated building lettering, window vinyls and non-illuminated room sign.

PUBLICITY	Weekly list expired?	Y	Site notice expired?	Y
	Neighbour letters expired?	N/A	Press Notice expired?	Y

DELEGATION	Significant departure from local plan?	N/A	Contrary to national policy?	N/A
	Applicant a Council Member or officer?	N/A	Contrary to previous decision?	N/A
	Major with 10 or more objections and recommending approval?	N/A	Called in or Planning Panel objection?	N/A

COMMENTS	Planning Panel comments received?	N/A
	Neighbour comments received?	N/A

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

RECOMMENDATION	Grant Subject to Conditions
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CHECKED AND SIGNED OFF BY:

LA

DATE: 27.03.24

SITE

The application relates to 2 and 2B Smith Street which is a three storey building and forms part of a Grade II Listed Building located at the junction of Drake Street and Smith Street.

The building was constructed in 1810 and it was known as the 'Wellington Hotel'. As a leading coach house in the town it would have been busy with travellers, locals and merchants debating and exchanging ideas. The immediate area outside the Wellington Hotel was known as speakers' corner and hustings were last held opposite the Wellington Hotel on November 16th 1868, when 10,000 people were estimated to be present. In 1930 the hotel was extended along Smith Street.

The building is constructed using brick with stone dressing and natural grey slates cover the roof. It lies in a prominent location at the junction of Drake Street and Smith Street, within the Town Centre Conservation Area. The adjoining buildings are occupied by offices and lying adjacent to the site, located along Smith Street, are the new transport bus interchange and the Town Centre Metrolink Stop.

The building was first listed on 12th February 1985. The detail of the listing reads as follows:

SD 8913 SE ROCHDALE DRAKE STREET (north-east side) 11/47 Dukes Restaurant and Nightclub

G.V. II

Hotel (Wellington), now restaurant and nightclub. 1810. Brick, appearing to be of various dates, the front appearing to have been re-faced, stone dressings and slate roof. 5 bays, double-pile with 3-storeys and an additional wider bay to the right with a former bar entrance. Stone plinth, continuous ground and first floor cornices and a modillion eaves cornice; steeply pitched roof. Pedimented Ionic doorcase as well as the entrance in bay 6 which has 4 Ionic pilasters and entablature. Window openings with moulded architraves, the ground floor having pulvinated friezes the first and second having sill blocks. Ground and first floors have Victorian sashes otherwise glazing is C20. The original glazing pattern and some original brickwork is seen in the gable. Between 1825 and 1839 the Commissioners of Police held their meeting at the Hotel.

The site falls within a Flood Zone 2, a Flood Risk (River and Sea) area, a key route network TfGM 500m consultation buffer, a Metrolink TfGM 200m consultation buffer and is within an SSSI Impact Risk Zone as defined in Rochdale Borough Council's Unitary Development Plan (UDP) Proposals Map.

PROPOSAL

The proposal is for various signs to both 2 and 2B Smith Street as detailed below:

2 Smith Street

External lettering stating 'Rochdale Housing Solutions' is proposed to the fascia measuring 267mm in height and 3728mm in width. The letters would be 40mm in depth and comprise built up metal with warm light halo illumination. The letters would be powder coated and fixed to powder coated 25mm aluminium rails. The

proposed lettering would be externally illuminated with a level of luminance of 300 cd/m².

An external tray sign is also proposed to the front of the proposed external lettering and would measure 350mm x 350mm. The tray sign would comprise 40mm deep aluminium panels, powder coated and fixed to powder coated aluminium rails. The proposal would be halo illuminated and would have the Rochdale Borough Council logo and branding on it.

A 'Welcome' sign is proposed to the glazing above the entrance door. This sign would measure 150mm in height and 866mm in width. The sign would comprise 3mm thick flat cut metal lettering, powder coated and fixed to the glazed panel with VHB tape fixing.

A window graphic is also proposed to the side of the entrance providing the Rochdale Housing Solutions opening hours sign.

The proposed colours are Rochdale Borough Council Green (Pantone 3285), RAL 9005 Jet Black and RAL 9010 Pure White.

4 x internal screens behind the glazing are also shown on the submitted plans although these do not require advertisement consent.

2B Smith Street

Building lettering stating '2B' which comprises 3mm thick flat cut metal lettering, powder coated which would be fixed onto the glazed panel using VHB tape fixing. The lettering measures 300mm in height and 477mm in width.

Room signs are proposed stating 'Private' which would be digitally printed and application to room doors. The sign measures 150mm in height and 926mm in width.

A broken pane of glass is to be replaced with another window and door all to have a high opacity glazing art vinyl which would be self-adhesive with the Rochdale Borough Council branding and logo.

The proposed colours are Rochdale Borough Council Green (Pantone 3285) and RAL 9010 pure white.

PLANS AND DOCUMENTS SUBMITTED

Drawing No: 5000 – Rev P01 – Site Location Plan

Drawing No: 5200 Rev C04 – Existing & Proposed Elevations [1 of 2]

Drawing No: 5200 Rev C04 – Existing & Proposed Elevations [2B Smith Street]

Entrance Manifestations

Proposed Colour and Materials by Taylored Signs and Graphics - Rochdale Housing Solutions, Building 2B – Version 1 – 11.10.2023

Received on 4th December 2023

Drawing No: 5001 Rev P01 – Site Location Plan - Signage

Logo/Branding by Taylored Signs and Graphics - Rochdale Housing Solutions, External Version 6 – 27.10.2023

Heritage Statement

Received on 20th December 2023

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)
National Planning Practice Guidance (NPPG)

Sub-Regional

Places for Everyone Joint Development Plan (PfE)

The Places for Everyone Joint Development Plan was adopted and became part of the statutory development plan for each of the 9 authorities covered by the plan on 21st March 2024. The following policies are relevant:

JP-P2: Heritage

Adopted Rochdale Core Strategy (CS):

SO3 Improving design, image and quality of place
P2 Protecting and enhancing the character, landscape and heritage
P3 Improving Design of New Development
DM1 General Development Requirements
T2 Improving Accessibility

Unitary Development Plan (UDP):

A/18 Metrolink
G/D/1 Defined Urban Area
G/R/1 Physical Regeneration
G/S/1 Hierarchy and Role of Centres
S/5 Development Elsewhere in Town Centres

Other Guidance

Professional Lighting Guide 05/23 – The Brightness of Illuminated Advertisements Including Digital Displays

RELEVANT SITE HISTORY

There is a lot of historic planning history with the most recent being:

2 Smith Street

14/01180/FUL - Installation of condenser and air conditioning units to rear of building and two louvered vents in side elevation. Approved 01/12/2014.

14/01382/ADV - One internally illuminated fascia sign, one externally illuminated projecting sign, internally illuminated ATM surround and various non-illuminated window vinyl's. Approved 12/03/2015.

14/01236/LBC - Installation of condenser and air conditioning units to rear of building and two louvered vents in side elevation. Approved 01/12/2014.

14/01383/LBC - One internally illuminated fascia sign, one externally illuminated projecting sign, internally illuminated ATM surround and various non-illuminated window vinyls. Approved 09/03/2015.

14/01496/DOC - Submission of details to comply with condition 3 of planning permission 14/01180/FUL. Request completed 23/12/2014.

14/01509/DOC - Submission of details to comply with condition 3 of planning permission 14/01236/LBC. Request completed 23/12/2014.

16/00168/LBC - Listed Building Consent for the installation of a fascia sign. Approved 05/05/2016.

16/00169/ADV - Application for 1 non-illuminated fascia sign. Approved 05/05/2016.

2 and 2B Smith Street

23/01259/LBC - Refurbishment of building to provide new office accommodation for Rochdale Housing Solutions. The internal works include removal of existing walls, fixtures and finishes, alterations to the position of existing doors, making good of surfaces and tanking to walls. Externally the works include the repair and cleaning of masonry and the installation of new signage (Part Retrospective). Pending consideration.

CONSULTATION RESPONSES

Highways

No Highways objections to this proposal.

Conservation Officer

The Conservation Officer was consulted and gave advice at the pre-application stage. This has informed the advertisement display proposal as proposed in the above referenced application. Although the description in the application references an internally illuminated fascia sign, this should be clarified - as it appears that all works to instate signage have now been completed. *Officer Note: the description of development has been amended to state 'externally illuminated'.*

What has presently been put onsite is as agreed and appropriate with regards to conserving and enhancing the heritage significance of the listed building and the conservation area as a whole. With respect of the repair works agreed - lime mortar repairs were specified to fill all the holes which were created in the stone fascia to house the previous schemes for signage. After visiting site, it is noted however that this scheme of repairs has not been continued at the fascia to the western portion of the building (presently where the new signage has been placed).

The method as applied to the stone fascia of 2B should be applied to number 2 - as specified on the plans as "existing holes in stonework repaired with lime mortar pigmented to match the stone." The contractor who has been commissioned to undertake these works should ideally be recommissioned to remedy the holes above number 2, as the work appears to be satisfactory in colour and consistency.

REPRESENTATIONS

In accordance with the Council's procedure for advertisement applications, no direct neighbour notifications were undertaken however, the application has been publicised with a press notice and a site notice. No comments have been received.

ANALYSIS

Siting and Design

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.

It is well established that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. 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 host building and street scene. Policy P2 sets out that the Council will protect the borough's heritage by conserving, enhancing and promoting key heritage assets. In addition, Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety. Policy JP-P2 also states that *'we will proactively manage and work with partners to positively conserve, sustain and enhance our historic environment and heritage assets and their settings'*.

The nature of the signage and the design and appearance of the signage along with their small size in comparison to the large building would not appear dominant. Given the Grade II status of the building, the design and colours of the proposed signs would not appear overly prominent or detract from the setting of the listed building or the character of the wider area, or harm the amenity of the occupants of neighbouring buildings.

In light of the above, it is not considered that the proposal would have an adverse impact on the character or appearance of the grade II listed and surrounding area. Subject to a condition controlling the level of luminance, the signage would not appear overly prominent and would protect amenity of nearby occupiers. The application therefore accords with policies DM1 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework.

Highways Safety

The proposed signage is located on the building itself and the fascia signage is illuminated. 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 Council's Highways Officer has reviewed the proposal and raised no objection. The proposed fascia sign at No. 2 will be externally illuminated with a level of luminance of 300 cd/m². Having regard to the Institute of Lighting Professionals guidance document 'Professional Lighting Guide 05/23 – The Brightness of Illuminated Advertisements Including Digital Displays (PLG 05/23)' it would be appropriate to condition the maximum level of luminance for this signage to 300 cd/m² and this has been agreed with the applicant's agent.

Subject to an appropriate condition controlling the luminance level, the proposal is therefore in accordance with Policy P3, T2 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

RECOMMENDATION

GRANT

Standard five conditions, plus:

6. The advertisements hereby consented shall be carried out in accordance with the following approved plans:

Drawing No: 5000 – Rev P01 – Site Location Plan

Drawing No: 5200 Rev C04 – Existing & Proposed Elevations [1 of 2]

Drawing No: 5200 Rev C04 – Existing & Proposed Elevations [2B Smith Street]

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Received on 20th December 2023

Reason: For the avoidance of doubt and to ensure that the advertisement is carried out in accordance the details hereby approved in accordance with P3 of the Core Strategy and the requirements of the National Planning Policy Framework.

7. The maximum luminance from the fascia signs at 2 Smith Street hereby consented shall not exceed 300 cd/m².

Reason: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

INFORMATIVE:

None.

Report Author Claire Ringwood