

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
24/00137/ADV	Chelsea Petrillo	5 th April 2024

Address: 112-114 Yorkshire Street, Rochdale OL16 1XN

Proposal: Application for replacement of various internally illuminated fascia signs and 1 no projecting sign including ATM signage (Retrospective -Resubmission of 23/01112/ADV)

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

DELEGATION	Significant departure from local plan?	NO	Contrary to national policy?	NO
	Applicant a Council Member or officer?	NO	Contrary to previous decision?	NO
	Major with 10 or more objections and recommending approval?	NO	Called in or Planning Panel objection?	NO

COMMENTS	Planning Panel comments received?	NO
	Neighbour comments received?	NO

EIA	Screening opinion completed and saved to Onbase?	N/A
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CONDITIONS	Pre-commencement conditions proposed?	NO
	Pre-commencement conditions agreed (or notification period expired)?	NO

RECOMMENDATION	Grant
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CHECKED AND SIGNED OFF BY: TH

DATE: 12.04.2024

SITE

112-114 Yorkshire Street is a commercial retail unit at the latter half of Yorkshire Street in the Central Rochdale ward of Rochdale and Town Head Conservation Area. The application site is allocated as a primary retail unit and located on a busy commercial street with a high level of pedestrian foot flow. The unit is currently under present use as a Nationwide Building Society bank to which the shop fronts onto Yorkshire Street to the north and Penn Street to the east.

PROPOSAL

Advertisement consent is sought to update the premises and upgrade the existing fascia boards and signage to ensure the logos and lettering meets the corporate brand of the company at a national level. Consent is sought for the replacement and installation of the following to the front northern elevation;

- Replacement of 1no 600mm projecting sign
- Replacement of 1no fascia and 1no Lozenge "NATIONWIDE" logo with blue fascia sign (490mm logo height) and moulded trim boarder
- Replacement of 1no ATM surround
- Replacement of safety manifestation
- Installation of "A good way to bank" window message located on all lower left corners of all windows

Consent is also sought for the replacement of the following on the side eastern elevation;

- Replacement of 1no fascia logo with blue fascia (logo omitted)
- Replace safety manifestation with new

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – July 2021

National Planning Practice Guidance (NPPG)

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-Strat12 Main Town Centres

JP-P2 Heritage

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):

BE/17 New Development Affecting Conservation Areas

G/D/1 Defined Urban Area

S/4 Secondary and Central Shopping Areas

RELEVANT SITE HISTORY

80/D10741 Change of use from shop to building society brand office
Granted May 1980

80/D11401 New shop front and internal alterations
Granted October 1980

<u>90/D25242</u>	Installation of automatic teller machine (ATM) Granted January 2003
<u>17/00640/ADV</u>	Two internally illuminated fascia signs, one internally illuminated projecting sign, non-illuminated A4 vinyl information sheets, one non-illuminated window manifestation and a new internally illuminated ATM surround Granted August 2017
<u>17/00641/FUL</u>	New shopfront glazing and entrance doors (front and side elevations) and installation of replacement external ATM Granted August 2017
<u>17/01433/FUL</u>	New shop front, glazing and entrance doors (front and side elevations), cladding and fascia panels to be replaced (resubmission of 17/00641/FUL) Granted January 2018
<u>17/01434/FUL</u>	Display of 2x fascia signs, 1 x projecting hanging sign and 3x window vinyl's (Resubmission of 17/00640/ADV) Granted January 2018
23/01112/ADV	Application for replacement of various internally illuminated fascia signs and 1 no projecting sign including ATM signage – Retrospective Refused January 2024
	1. <i>By virtue of its design and harm to the Town Head Conservation Area, the proposed fascia signage is not considered visually sympathetic to the historic value of the unit in this setting and the fascia sign is considered to appear overly dominant to the retail unit and would see the loss of architectural detailing otherwise found on traditional shopfronts. As such, the proposal does not comply with policies DM1, P2 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework.</i>

CONSULTATION RESPONSES

Conservation and Design

The application site is a twentieth century end terrace property, which lies within the Town Head Conservation Area. The property is occupied by Nationwide Building Society. The existing building sits as part of a wider terrace, which has previously been identified as a non-designated heritage asset, although it appears to date from the 20th century. The existing building has some interesting architectural details and is considered to make a modest, positive contribution to the significance of the Conservation Area.

The proposal is for the replacement of advertisements. Powers under Regulations to control advertisements may be exercised only in the interests of amenity and public safety, taking account of any material factors. The impact on heritage assets, including Conservation Areas is a material factor when considering amenity.

The signs to be replaced include the replacement of the fascia sign, projecting and ATM signs. This application follows on from a previously refused scheme for similar adverts (23/01112/ADV refers). The works were retrospective as the signage had already been installed. This previous application was refused for the following reason:

“By virtue of its design and harm to the Town Head Conservation Area, the proposed signage is not considered visually sympathetic to the historic value of the unit in this setting and the fascia sign is considered to appear overly dominant to the retail unit and would see the loss of architectural detailing otherwise found on traditional shopfronts. As such, the proposal does not comply with policies DM1, P2 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework.”

No concerns were raised with the other signs as installed.

The fascia sign has been amended following on from this decision and now includes a moulded trim to replicate the design of a traditional timber shop fascia. The applicant has confirmed that the current fascia replaced the previous one. They have also confirmed that this previous fascia was aluminium but included a moulded trim.

On the basis, that there are no changes to the dimensions of the fascia, and that it would replicate the design features of the previous fascia, the objection to the proposal can be removed. The revised scheme would not have a materially different impact to the previous sign. It would have a neutral impact on visual amenity and would preserve the character and appearance of the Town Head Conservation Area.

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 141 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.

Policy JP-Strat12 of the PfE states “Development will be carefully managed to ensure that the local distinctiveness of each main town centre is retained and enhanced. Opportunities will also be taken to protect and enhance natural and historic assets in the town centres.”

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.

When assessing the design of the proposed signage, it is considered that the replacement of the ATM and projecting sign would be of a proportionate size relative to the host building, use minimal colours, and would work well with the internal lighting referencing those already in place. It is noted the amended scheme proposes the reinstating of the moulded trim architrave boarder to the perimeter of the front and eastern fascia panel. The detail is considered to re-establish the traditional shop front detailing to the both elevations, as seen on the existing “Nationwide” fascia sign and would therefore be sympathetic to the character of the Town Head Conservation Area and retaining the visual interest of a traditional shop front.

Given the scale and appearance of Yorkshire Street, and acknowledging its role as a commercial retail use with a high level of foot flow within the main town centre of Rochdale, it is considered that the much of the signage scheme would be compatible with the area and surroundings and would not appear overly dominant or lead to visual clutter.

There are several buildings in the vicinity of the site which are of historic value including the bank itself therefore the Council's Conservation Officer has been consulted on the scheme in which they conclude that they raise no objections to the amended proposal.

In the context of ongoing development, the minimal number of signs and their simple design is considered to be favoured in this context. 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 Penn Street where the aluminium fascia sign is also present due to its wraparound nature, any alterations to the front fascia sign should also be carried onto the fascia along Penn Street.

The proposal is not considered to cause any issues with regards to public or highway safety including by way of illumination.

In view of the above assessment, the proposal is considered to be compatible within the setting of the Town Head Conservation Area and would seek to preserve architectural detailing's which contribute to the visual interest of the shop front. The application therefore fails to accord with policies DM1, P2 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework and Places for Everyone Joint Development Plan.

RECOMMENDATION

GRANT Subject to Conditions

Notes for the Applicant

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

- Location Plan
- Block Plan / Sign Locations
- PR.00.E2 Rev A Proposed External Side Elevation
- PR.00.E1 Rev A Proposed External Front Elevation
- Window Message
- External ATM
- Sign XX – PROJECTION 600 (dated 02-08-2023)
- 2019 Signage Rollout – Typical Fascia Panel Makeup

Report Author Chelsea Petrillo