

APPLICATION NUMBER: 25/00769/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.
25/00769/ADV

CASE OFFICER
Michael Atkinson-Smith

DETERMINATION DATE 18.09.2025 **EXT OF TIME**

Address: Unit 20 Riverside Walk Rochdale OL16 1BE

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

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

DELEGATION	Significant departure from local plan?	N/A	Contrary to national policy?	N/A
	Applicant a Council Member or officer?	NO	Contrary to previous decision?	NO
	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 STC
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CHECKED AND SIGNED OFF BY: RK

DATE: 11/09/2025

SITE

The application relates to Unit 20 of the Rochdale Riverside retail and leisure designation, located on Riverside Walk. The immediate setting is characterised by large contemporary retail and leisure frontages lining a modern pedestrianised street. A range of corporate brand identities are present as typical of such a predominantly retail destination, although signage is affixed throughout the development predominantly as individual internally illuminated letters attached to runner bars.

PROPOSAL

Advertisement consent is sought for the installation of two advertisements displaying the corporate brand identity of the proposed occupier of the retailer unit.

Sign 1 – 450mm high ('c' height) internally illuminated 5mm acrylic individual face lettering mounded via runner bars with 50mm stainless steel returns. Illumination to comprise 12v LEDs mounted internally with a 100cd/m² lux level. The overall projection of the lettering would be 0.11m from the existing glazed façade.

Dark grey vinyl would be cut to match the shape of the signage and applied internally to the glazing to hide the back of the signage.

Sign 2 – 700mm x 600mm internally illuminated projecting sign inserted into existing projection sign frames with a 3600mm height from the bottom of the projection sign to the ground. Illumination to be to a lux level of 100cd/m².

RELEVANT PLANNING POLICY AND LEGISLATION

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

National Guidance

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

Sub-Regional Policy

Places for Everyone Joint Development Plan (PfE)

Places for People

JP-P1: Sustainable Places

Adopted Rochdale Core Strategy (CS):

SO1	To delivery a more prosperous economy
E1	Establishing thriving town, district and local centres
SO3	To improve design, image and quality of place
P1	Improving Image
P2	Protecting and enhancing character, landscape and heritage
P3	Improving design of new development

SO5 **Improving accessibility and delivering sustainable transport**
T2 Improving accessibility

DM1 General development requirements

Unitary Development Plan (UDP):

G/D/1 Defined Urban Area
G/S/1 Hierarchy and Role of Centres
S/3 Primary Shopping Areas

Supplementary Planning Documents (SPDs):

Shopfronts and Security Shutters

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).

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

Paragraph 141 of the NPPF states that quality and character of places can suffer when advertisements are poorly sited and designed, whilst also noting that advertisements should be subject to control for planning purposes 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.

An amendment has been secured in respect of the original proposal to include the new occupier's corporate colouring on the spandrel panel vinyl on the basis that the use of such vivid blue colouring would have the potential to appear overly brash within the surrounding context, especially when set against the illuminated yellow lettering. As a result of the amendment, the proposed addition of blue window vinyls has been omitted from the plans, with only dark grey vinyl to match the shape of the letters to be applied internally to hide the back of the letters. It is understood that the internal bulkhead would instead be painted in the corporate blue of the occupier, but this does not require consent and would assist in ensuring that the occupier's brand identity and integrity is retained in the new signage design. This amendment is considered to ensure that the new frontage arrangements are more in keeping with the majority of the surrounding uses.

It is noted that the directly facing large unit does include a wide blue vinyl above the ground floor level as a backdrop to the signage lettering, although this is of a more muted tone and serves as an anchor retailer over a large linear strip.

The proposed lux levels of the internally illuminated signage of 100cd/m² are considered to be appropriate within the setting.

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

As a result of the secured amendment and subject to the suggested conditions, the application accords with adopted Places for Everyone joint development plan policy JP-P1, adopted Rochdale Core Strategy policies P1, P2, P3, T2 & DM1, the Shopfronts and Security Shutters SPD and the National Planning Policy Framework.

RECOMMENDATION

GRANT ADVERTISEMENT CONSENT subject to the following 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 –
 - ☐ endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - ☐ obscure, or hinder the ready interpretation of, any traffic sign, railway sign or aid to navigation by water or air; or
 - ☐ hinder the operation of any device used for the purpose of security or surveillance or for measuring 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 purpose 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.
6. The approval is for a period not exceeding five years from the date of this consent.

7. The intensity of the illuminance of the internally illuminated signs hereby approved shall be set to a maximum brightness of 100Cd/m² at all times.

Reason: In the interest of visual amenity in accordance with policy JP-P1 of the adopted Places for Everyone joint development plan, policies P3, and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Notes for Applicant:

INFORMATIVE:

This permission relates to the following plans and supporting documents:-

- Location Plan
- Site Plan
- Proposed Plan, drawing no. 01072025 Version 2

Report Author Michael Atkinson-Smith