

APPLICATION NUMBER: 25/00039/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.

25/00039/ADV

CASE OFFICER

Aimee Bovaird

DETERMINATION DATE 12.03.2025 EXT OF TIME

Address: Emmbee George Street Heywood OL10 4PW

Proposal: Two internally illuminated fascia signs

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	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/A
	Neighbour comments received?	N/A

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

RECOMMENDATION	GRANT subject to conditions
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CHECKED AND SIGNED OFF BY: RK

DATE: 05/03/2025

SITE

This application relates to a plot of land accessed off George Street, permission has been granted under 18/00971/FUL for 'Erection of a motor home sales centre and showroom and a detached storage unit (Sui Generis) together with the creation of two accesses off George Street including associated hardstanding to facilitate forecourt/display areas'. South of the site is a tyre shop and north of the site is grassland.

The site is within the Defined Urban Area.

PROPOSAL

This application seeks advertisement consent for two illuminated adverts. The illuminated signs are the same and consist of 'emmbee' written in black and white with a bee symbol.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Sub-Regional Policy

Places for Everyone

JP-P1 Sustainable Places

Adopted Rochdale Core Strategy (CS):

SO3	Improving design, image and quality of place
P3	Improving design of new development
DM1	General development requirements.

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
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RELEVANT SITE HISTORY

18/00971/FUL - Erection of a motor home sales centre and showroom and a detached storage unit (Sui Generis) together with the creation of two accesses off George Street including associated hardstanding to facilitate forecourt/display areas – Granted

CONSULTATION RESPONSES

Highways And Engineering

No objections.

REPRESENTATIONS

In line with the Council's Publicity Code for Applications, no direct publicity was undertaken and no representations have been received.

ANALYSIS

Principle Of Development

The proposed development is within the Defined Urban Area under the Proposals Map of the Unitary Development Plan (UDP). New development, wherever possible and appropriate, should be concentrated within the urban area in order to support urban regeneration and to protect the countryside.

The application proposes multiple signage, the principle of development is considered acceptable.

Visual Amenity

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.

The adverts are proposed on the southern and eastern elevations of the building. Both adverts are the same and will not appear out of keeping with the surrounding area.

The proposed fascia signs will be made from aluminum. The height of both signs will be 1.22m, the width 3.32m and the depth 5.89m. They will have a static and static display and would not exceed illuminance levels of 250cd/m², which would be considered acceptable. Furthermore, due to the design of the advertisement the proposed illuminance would not appear overly prominent or 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 would protect the amenity of nearby occupiers or businesses. The application therefore accords with policies DM1 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework.

Public and Highways Safety

Policy P3 and Policy T2 of the Core Strategy require all development proposals to adhere to high standards of design and principles relating to accessibility and

highway safety. Policy DM1 sets out the general development requirements and establishes that proposals should not adversely impact on highway safety.

The proposed adverts will be located on the building adjacent to the highway, 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 Highway Officer has been consulted and raised no objections as the proposed signage is typical of any commercial premises and not considered a distraction.

It is therefore considered that the proposal is in accordance with Policy P3, T2 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF. Leader boards and menu boards are proposed to be retained and sprayed black

RECOMMENDATION

GRANT subject to six condition, plus: -

7. The illumination level of the advertisements hereby approved shall not exceed 250 cd/m.

Reason: In order to ensure a satisfactory appearance in the interests of visual amenity in accordance with policies P2, P3 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Informative

This consent relates to the following plans:

Location Plan

Proposed External Elevations – Sheet 1 2065/2024/P211 Rev A

Proposed External Elevations – Sheet 2 2065/2024/P212 Rev A

Site Signage Plan - 2065/2024/P121 Rev A

Proposed Whole Site Signage Plan 2065/2024/P122 Rev A

Report Author Aimee Bovaird