APPLICATION NUMBER: 22/00634/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
22/00634/ADV	Jake Powell	14/10/2022

Address: 30 Bridge Street, Heywood, OL10 1JF

Proposal: Installation of illuminated fascia sign and projecting hanging sign; LED display/advertising screen on side elevation.

PUBLICITY	**Weekly list expired?**	Y	**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
	Neighbour comments received?	N

EIA	**Screening opinion completed and saved to Onbase?**	N/A

CONDITIONS	**Pre-commencement conditions proposed?**	N
	Pre-commencement conditions agreed (or notification period expired)?	N

RECOMMENDATION	SPLIT DECISION

CHECKED AND SIGNED OFF BY: **DATE:**

SITE

The application site relates to ground floor unit of a two-storey end terrace building located at 30 Bridge Street, Heywood. The property is currently a vacant.

The property is built up to the footway of Bridge Street at the front, and the east elevation fronts Elizabeth Street. The site is located within the Heywood Town Centre.

PROPOSAL

Advertisement consent is sough for the installation of:

- One box lit internally illuminated fascia sign to the front of the property, which would measure approximately 4. 5 metres in width, and approximately 0.6 metres in height, with a maximum projection of approximately 0.2 metres. The fascia sign would include a white back board, with red lettering with the name of the shop and slogan “Stack me up – gourmet fast food”.
- The application also proposes a projecting sign to the front of the property. This sign would be circular, and would have a diameter of approximately 0.9 metres, and would have a width of approximately 0.1 metres. This projecting sign would consist of a red background with white lettering with the name of the shop and slogan “Stack me up – gourmet fast food”. This signage would be internally illuminated. The distance between ground level and the base of this sign would be approximately 2.5 metres.
- The installation of one internally illuminated LED. The advertisement would measure approximately 1.8 metres in width and approximately 4 metres in height, and would be positioned on the Elizabeth Street elevation of the building approximately 1.2 metres above ground level.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – July 2021

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

P3	Improving design of new development
T2	Improving Accessibility
DM1	General development requirements.

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
G/S/1-S5	Town Centres

RELEVANT SITE HISTORY

99/D36133	Change Of Use From Amusement Arcade To Retail Shop (Retrospective Application). Granted subject to conditions.
10/D53888	Change Of Use From A1 Shop To Private Hire Booking Office. Refused.
11/D54597	Change Of Use From A1 Shop To Private Hire Booking Office (Resubmission Of D53888). Refused.

13/00543/FUL	Change of use of ground floor to a hot food takeaway -use class A5. Refused.
22/00633/FUL	Change of use from Retail (Class E) to Hot Food Takeaway (Sui Generis); alterations to shopfront; installation of roller shutter; erection of a flue and modular storage to the rear. Pending consideration.

CONSULTATION RESPONSES

Highways

Having reviewed the information submitted we would say that there would be no detrimental impact on the highway network and we raise no objection to this application and we request no specific highway planning conditions.

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 136 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.

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.

There are not considered to be any issues with regard to public safety or highways considerations given the position of the signs, or illumination of the signage.

In regards to the proposed fascia sign and projecting sign, whilst it is not ideal that these two advertisements would be internally illuminated box lit, signage of this type would not be uncharacteristic of the wider street scene, which has a number of commercial premises with similar advertisements.

However, in relation to the proposed LED digital advertisement on the side elevation of the property, Officers consider that by virtue of its prominent position and illumination the proposed advertisement would lead to an incongruous addition to the streetscene which would be visually intrusive creating visual street clutter that would detract from the character and appearance of the area.

Therefore, in light of the above assessment, whilst it is considered that the proposed fascia and projecting advertisements would not have a negative impact on public safety or the amenities of the surrounding area, the proposed LED advertisement would detract from the character and appearance of the area. As such the application partly accords with P3 and DM1 of the adopted Rochdale Core Strategy and the requirements of the National Planning Policy Framework.

RECOMMENDATION

Split Decision

Part Refusal for the following reason(s):

The proposed digital advertisement would be an incongruous addition to the streetscene which would be visually intrusive creating visual street clutter that would detract from the character and appearance of the area, in conflict with Policies P3 and DM1 of the Rochdale Core Strategy and the requirements of the National Planning Policy Framework.

Approval of the proposed fascia sign and projecting sign.

Standard conditions, plus informative:

This consent relates to the following plans:

- P01 Location & Existing Plans & Elevations
- P02A Floor Plans & Elevations as Proposed

Report Author Jake Powell