

APPLICATION NUMBER: 25/00359/FUL

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.

25/00359/FUL

CASE OFFICER

Sam Yuen

DETERMINATION DATE 22.08.2025 EXT OF TIME

Address: 226 Rochdale Road, Milnrow, Rochdale, OL16 3BN

Proposal: Installation of external roller shutters to front and side elevation and alterations to shopfront following removal of existing front canopy (part-retrospective)

PUBLICITY	Weekly list expired?	Y	Site notice expired?	N/A
	Neighbour letters expired?	Y	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
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CONDITIONS	Pre-commencement conditions proposed?	N
	Pre-commencement conditions agreed (or notification period expired)?	N/A

RECOMMENDATION

REFUSE

CHECKED AND SIGNED OFF BY: RK

DATE: 22/08/2025

SITE

The application relates to no. 226 Rochdale Road, a two-storey end terrace commercial property in Firgrove. Rochdale Road (A640) is a highly trafficked, classified road connecting Rochdale town centre with Milnrow. Adjacent to the site are several commercial properties including hot food takeaways, shops, and businesses. The wider area is typically suburban, comprising terraced and semi-detached housing, playing fields, Kingsway Retail Park, and various public amenities.

The host property sits at the western end of a long row of terraced houses, on the junction with West Street to the west. It is adjoined by no. 224 to the east, adjacent to no. 230 to the northwest, and faces the highway and nos. 173 and 175 Rochdale Road to the south. The rear boundary of the curtilage backs onto Cross Street and no. 2 Cross Street to the north.

At the time of submission, the site is currently occupied by “LVL’Z” barber shop.

PROPOSAL

Retrospective planning permission is sought for the installation of black external perforated roller shutters to the ground floor openings and to the side entrance door; and alterations to shopfront, following the removal of the existing front canopy.

During the Officer’s site visit, it was noted additional alterations were made to the shopfront, including the application of black colour render to the front elevation, and the addition of signage to the front and side elevation. This application will only consider the operational development associated with the shopfront. It is noted that no application has been received for an advertisement consent and such features may be subject to enforcement proceedings as necessary.

RELEVANT PLANNING POLICY

National Guidance

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

Places for Everyone Joint Development Plan (PfE)

Policy JP-P1 Sustainable Places

Adopted Rochdale Core Strategy (CS):

P1	Improving Image
P2	Protecting and Enhancing Character, Landscape and Heritage
P3	Improving Design of New Development
DM1	General Development Requirements

Unitary Development Plan (UDP):

G/D/1 Defined Urban Area

Supplementary Planning Documents (SPD):

Shop Fronts and Security Shutters SPD (2012, updated 2017)

RELEVANT SITE HISTORY

24/00524/FUL - Installation of roller shutters to front elevation and alterations to shop front – retrospective – Refuse

Officer's Comments:

1. The works undertaken to the shopfront, by reason of their bulky form, low-quality, highly incongruous finish and materiality, fail to integrate sensitively with the existing positive characteristics of the application property and surrounding area, giving rise to significant adverse impacts to the character and appearance of the surrounding street scene. The development falls far short of the expectation for development to be well-designed and therefore fails to comply with the requirements and expectations of the Shopfronts and Security Shutters Supplementary Planning Document, Policies P3 and DM1 of the adopted Rochdale Core Strategy, Policy JP-P1 of the Places for Everyone Joint Development Plan and the National Planning Policy Framework.

CONSULTATION RESPONSES

Urban Design

No comments received at the time of writing.

Highways And Engineering

No comments received at the time of writing.

REPRESENTATIONS

Neighbour notifications via letters were sent to surrounding properties. No comments were received.

ANALYSIS

Design and Appearance

The NPPF states achieving good design is a key aspect of sustainable development, and decisions should ensure developments are visually attractive and sympathetic to

local character. This is also reflected in Policy JP-P1 of the PfE and Policies DM1 and P3 of the adopted Rochdale Core Strategy, which require development to respect local context with regard to siting, size, scale, massing, height and materials. In addition, Paragraph 139 of the Framework states *“development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes.”*

To support the assessment of shopfronts and associated security features, the Council has adopted a Shop Fronts and Security Shutters SPD (2012, updated 2017) (the SPD hereafter). Whilst there have been significant changes to the NPPF since its original adoption in respect of design, such changes only place additional weight on the quality of the design of the proposals and as such its contents remain relevant and are afforded significant weight in the overall planning balance.

Retrospective planning permission is sought for alterations to the shopfront, including the installation of black external perforated roller shutters, following the removal of the existing front canopy. The submission follows a previously refused application, which comprised the same roller shutters in red.

Prior to works taking place, the application property included a relatively modest shopfront, with traditional qualities and limited articulation featuring only a stallriser, doorway and a canopy. Vertically proportioned fenestration included surrounds and the rendered finish matched that of other properties in the terrace. Notwithstanding, the previous appearance of the building provided a subtle form of interest within the townscape. The overall qualities of the shopfront are not dissimilar to other more traditionally designed shopfronts within the vicinity, although it is acknowledged that some of these do incorporate roller shutters, the visual harm arising from such features is clear.

The SPD provides a plethora of guidance on the design of shopfronts and sets out that where existing shopfronts already contribute effectively to the character of their location, the Council will normally expect their retention and restoration.

The works as built have been applied in a black colour which represents a less obtrusive and garish appearance than the previous arrangements which were subject to a red colour treatment. It is also noted the applicant has provided a photo of the perforated roller shutters used. Whilst it is accepted perforated shutters are somewhat more transparent than solid shutters, they still retain the appearance of solid shutters when in a closed appearance and in the absence any lighting from inside the building. The use of the black colour, along with the recently applied black rendered front elevation, would result in an unattractive and uninviting appearance, contributing to the impression of a ‘dead frontage’ outside of trading hours or in the event the business were to cease trading for any period of time. The front projecting roller shutter boxes are also obtrusive and disruptive features to the building line, further exacerbating the visual harm from the existing nearby roller shutters.

As such, the proposed roller shutters would have a similar visual impact to solid shutters and fall well short of the design quality expected by local and national policy

and guidance; the obscuration of traditional features, use of a low-quality, bulky and highly incongruous solution are clearly detrimental to the character and appearance of the host property and surrounding street scene.

The application has not provided supporting evidence to demonstrate there is a proven high security risk to the business or the host property to justify the use of external roller shutters, nor has it considered alternative and more sensitive security measures such as internal shutters or lattice grilles (as per the shopfront prior to the works taken place) and why such measures cannot be used.

Overall, the proposed development fails to represent a satisfactory standard of design and appearance and therefore fails to accord with Policies DM1 and P3 of the adopted Core Strategy, Policy JP-P1 of the PfE, and the NPPF.

Amenity

Protection of residential amenity is considered under Policy DM1 of the adopted Rochdale Core Strategy, which states development proposals should ensure they do not adversely affect the amenity of residents or users through visual intrusion, overbearing impact, overshadowing or loss of privacy.

As established in the previous Officer's report, the as-built shopfront is of a setting and scale so as not to adversely affect the amenity of occupants or neighbours through overbearing impact, overshadowing or loss of privacy. It therefore accords with Policy DM1 of the Core Strategy and the NPPF.

RECOMMENDATION: REFUSE

1. The works undertaken to the shopfront, by reason of their bulky form, low-quality, highly incongruous finish and materiality, fail to integrate sensitively with the existing positive characteristics of the application property and surrounding area, giving rise to significant adverse impacts to the character and appearance of the surrounding street scene. The development falls far short of the expectation for development to be well-designed and therefore fails to comply with the requirements and expectations of the Shopfronts and Security Shutters Supplementary Planning Document, Policies P3 and DM1 of the adopted Rochdale Core Strategy, Policy JP-P1 of the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

Procedure Statement

The proposal would not improve the economic, social and environmental conditions of the area nor does it comply with the development plan and therefore does not comprise sustainable development. There were no amendments to the scheme, or conditions which could reasonably have been imposed, which could have made the development acceptable and it was therefore not possible to approve the application.

Notes for Applicant:

INFORMATIVES

For the avoidance of doubt, this Decision Notice relates to the following submitted plans:

- Location Plan – received 02/04/2025
- Existing and Proposed Site Plan – drawing no. 24.3372.11 received 02/04/2025
- Existing Ground Floor Plan and Elevations – drawing no. 24.3372.12 received 02/04/2025
- Proposed Ground Floor Plan and Elevations – drawing no. 24.3372.10B received 27/06/2025

Report Author Sam Yuen