DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
19/00044/ADV	Osian Perks	28 February 2019

Address: 5-6 Argyle Parade Heywood OL10 3RY

Proposal: Retention of Automated Teller Machine (ATM) to front elevation including internally illuminated surround sign

PUBLICITY	**Weekly list expired?**	y	**Site notice expired?**	y
	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

CONDITIONS	**Pre-commencement conditions proposed?**	No
	Pre-commencement conditions agreed (or notification period expired)?	NA

RECOMMENDATION	GRANT

CHECKED AND SIGNED OFF BY: DR **DATE: 11/03/2019**

SITE

This application relates to an existing ATM sited within a local centre within Heywood.

PROPOSAL

The application proposes the erection of an internally illuminated ATM surround. The signage is already in position and is in associated with an ATM fronting the retail unit.

A separate application has been submitted for the installation of the ATM to the shopfront under application No. 19/00044/FUL.

RELEVANT PLANNING POLICY

National

National Planning Policy Framework (NPPF) – February 2019
National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

Unitary Development Plan (UDP):

G/D/A Defined Urban Area

RELEVANT SITE HISTORY

n/a

REPRESENTATIONS

None received

ANALYSIS

The application relates to new signage associated with an ATM. Paragraph 67 of the NPPF advises on adverts and states "Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts". Further to the above, with all applications for advertisements an assessment should be made as to the impacts on visual amenity and to accord with policies P1 and P3 of the adopted Core Strategy.

Policy P3 of the Core Strategy acknowledges that good design will improve the image and attractiveness of the borough as a place to live, work and visit and can also improve health, safety and the environment and reduce long-term costs. As such the policy requires all new development, including associated landscaping, regardless of location in the borough, to adhere to high standards of design.

Policy DM1 sets out general development proposals and requires applications to be considered in respect of high quality design and taking into regard residential amenity and environmental factors.

The application proposes the installation of an ATM advert surround, an application for which is currently under consideration. The sign proposed signage wraps around the ATM and is of a type commonly seen on ATMs around the country.

In the location proposed it is considered that the illuminated sign would appear as an acceptable addition and one that would complement the proposed ATM. Although the sign would be illuminated (as is common for ATMs) it would not appear overly prominent against the fascia of the host retail unit and would not harm the buildings appearance or setting within the wider street scene. The sign is as such considered to be appropriate for the scale of development which it advertises and it is not considered that the proposal would result in any undue harm to visual amenity. The

application is therefore acceptable in this regard and in accordance with policies P1 and P3 of the adopted Core Strategy and policy in the NPPF.

Highway and public safety

Policy DM1 sets out the general development requirements and establishes that proposals should not adversely impact on highway safety. It is considered that there would be no risk to highway safety and the application is acceptable in this regard. It is noted that no objections from the Council's Highways and Engineering Service have been received in respect of the proposals.

There are no additional public safety concerns with this application.

RECOMMENDATION

GRANT subject to standard conditions

Report Author Osian Perks