

APPLICATION NUMBER: 24/00658/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.

24/00658/ADV

CASE OFFICER

Rosalind Gralton

DETERMINATION DATE 16.09.2024 EXT OF TIME

Address: Rochdale Sixth Form College College Road Rochdale OL12 6HY

Proposal: Erection of one internally illuminated fascia sign

PUBLICITY	Weekly list expired?	Y	Site notice expired?	NA
	Neighbour letters expired?	NA	Press Notice expired?	NA

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?	NA
	Neighbour comments received?	NA

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

RECOMMENDATION

APPROVE SUBJECT TO CONDITIONS

CHECKED AND SIGNED OFF BY: LA

DATE: 16.09.24

SITE

The application relates to the Rochdale Sixth Form College which lies to the south of Hopwood Hall College. The River Roch runs through the site, flowing north east to south west, effectively splitting the campus site in two.

An extension to the college building has recently been approved under planning reference 22/01441/PSID. The extension is currently under construction, and this application for advertisement consent relates to the extension part of the building only.

The existing college building is a modern 6 storey building and offers long distance views, given its highly visible location at the junction of St Mary's Gate. The building takes benefit of the riverside location and the irregular shape of the plot reflects the site's relationship between the ASDA site to the south, and the River Roch along its northern boundary. The building's unique orientation increases its visibility from various angles and vantage points, most prominent from those travelling north and south on St Mary's Gate, and those travelling east along College Road into the Town Centre.

The existing building is of a high quality design, constructed in grey and blue brick and grey cladding, with full height glazing across all elevations. Complementary coloured window film and projecting fins attracts visual interest on the central band of the west and eastern elevations, as well as tying in the design on the southern elevation, whereby the rear entrance of the college is located.

To the west of the site is an ASDA store, with adjacent retail park. To the south is the busy junction of St Mary's Gate and Manchester Road. To the east is Rochdale Police Station and Rochdale Town Centre. The site is within the Defined Urban Area.

PROPOSAL

Advertisement consent is sought for the erection of one internally illuminated fascia sign, sited atop the eastern front elevation of the proposed extension.

The sign is square in shape, and is the logo of the Rochdale Sixth Form College.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Places for Everyone

JP-P1 – Sustainable Places

Adopted Rochdale Core Strategy (CS):

P3 Improving design of new development

DM1 General development requirements

Unitary Development Plan (UDP):

G/D/1 Defined Urban Area

RELEVANT SITE HISTORY

22/01441/PSID - Erection of 6 storey extension to create additional teaching facility including alterations to existing car park, associated landscaping and PV (Photovoltaic) panels at roof level – Approve subject to conditions 27/04/2023

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

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 proposed internally illuminated sign would be acceptable in the context of the area surrounding the college and would not appear out of keeping with the surrounding buildings.

The fascia sign would be made of fibreglass, would have a depth of 0.04m, a height of 1338mm, width of 870mm and would have a static display, and would not exceed illuminance levels of 100cd/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 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.

RECOMMENDATION

Grant Subject to Conditions

Standard five conditions plus informative:

This consent relates to the following plans:-

'Proposed Signage Elevation/Section' – External Signage Option A 3940-ABW-ZZ-ZZ-DR-A-0001 P1

'Proposed Site Plan' – Site Plan Signage Location - 3940-ABW-ZZ-ZZ-DR-A-1005 – P1

Location Plan

Report Author Rosalind Gralton