APPLICATION NUMBER: 21/00387/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
21/00387/ADV	Emily Sykes	4 May 2021

Address: Number One Riverside Smith Street Rochdale OL16 1XU

Proposal: Erection of 4 no. 10m high flag poles to front of building

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?	Y	**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	**Grant Subject To Conditions**

CHECKED AND SIGNED OFF BY: AT **DATE: 21.05.2021**

SITE

The site relates to Number One Riverside which is situated within the Town Centre and bounded by the River Roch, Smith Street and Milton Street.

The main entrance into the building is from Smith Street and this entrance provides access to all the proposed uses. A small parking area is provided in the south eastern corner of the site, accessed from Milton Street. Traffic movement adjacent to the site along Smith Street and Milton Street is limited.

PROPOSAL

The application seeks consent to display four white flag poles with a height of 10m and a width of 90mm. The proposed flag poles will display the flags of St George, the Union Jack, Rochdale and the Manchester Coat of Arms. The Manchester Coat of Arms is to be replaced several times in the year for various flags which will symbolise specialist events or celebrations.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – February 2019

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

The following policies of the adopted Rochdale Core Strategy are relevant:-

SO3	**Improving design, image and quality of place**
P2	Protecting and enhancing character, landscape and heritage
P3	Improving design of new development
DM1	General Development requirements

Unitary Development Plan (UDP):

A number of policies contained within the Unitary Development Plan have been saved following the adoption of the Core Strategy. The following saved policies are relevant:

G/D/1 Defined Urban Area

Supplementary Planning Documents (SPD):

Shopfronts and Security Shutters

RELEVANT SITE HISTORY

19/01519/ADV – One internally illuminated, free-standing entrance sign monolith – *Granted Subject To Conditions*

CONSULTATION RESPONSES

Highways And Engineering
No comments or objections in relation to the proposed development.

REPRESENTATIONS

In line with the Council's publicity code for applications of this type, no direct publicity was undertaken. No representations have been received.

ANALYSIS

In assessing applications for advertisement consent, paragraph 132 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.

It is well established that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. 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 host building and 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.

Given this town centre location, the proposed flag poles would be positioned a significant distance from any residential dwellings. In addition, the flagpoles would not create a danger or distraction to road users or obstruct the free passage of pedestrians. It is considered that the proposed development would be compatible with the area and surroundings and would not appear overly dominant or lead to clutter. Due to the design and colours, the proposed flag poles would not appear overly prominent or detract from the character of the wider area or the surrounding buildings, or harm the amenity of the occupants of neighbouring buildings.

In light of the above, it is not considered that the proposal would have an adverse impact on the character or appearance of the host building, the surrounding area. The signage would not appear overly prominent and would protect amenity of nearby occupiers. The application therefore accords with policies DM1, P2 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework.

RECOMMENDATION

Standard conditions, plus informative:

This consent relates to the following plans:-

- Location Plan (A.)
- Elevation Plan (A1/FRP/01)
- Site Plan (A1/FPR/02a)

Notes for Applicant:

Report Author Emily Sykes