

APPLICATION NUMBER: 24/00888/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.

24/00888/ADV

CASE OFFICER

Sam Yuen

DETERMINATION DATE 20.11.2024 EXT OF TIME 25.11.2024

Address: Unit 12, Riverside Walk, Rochdale, OL16 1BE

Proposal: Installation of 6 internally illuminated various signs

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

RECOMMENDATION

GRANT SUBJECT TO CONDITIONS

CHECKED AND SIGNED OFF BY: RK

DATE: 25/11/2024

SITE

The application relates to Unit 12 Riverside Walk, a commercial unit at the Rochdale Riverside Shopping Centre. The corner unit sits on a prominent location close to the entrance to the shopping centre entering from Baillie Street. The unit is currently vacant and is flanked by two commercial units occupied by Tribes Steak and Grill and Heavenly Desserts respectively. It is surrounded by a number of heritage assets: nos. 17a and 19 Baillie Street, a Grade-II listed building, the Regal Moon Public House, a non-designated heritage asset (NDHA), both within the wider Rochdale Town Centre Conservation Area.

PROPOSAL

Advertisement consent is sought for 6no. shopfront signs comprising the following:

- ② Two internally illuminated lettering displaying 'TACO' and 'BELL' in purple LED halo lighting and constructed from acrylic panels and powder-coated aluminium returns. The lettering measures 0.44m in height and 0.2m in depth.
- ② One internally illuminated sign box displaying the logo of Taco Bell in purple LED halo lighting and constructed from vinyl backed acrylic panel and powder-coated aluminium returns. It measures 0.8m in height and 0.2m in depth. The individual lettering and sign box would be installed on powder-coated raceways above the front entrance doorway.
- ② One internally hung illuminated LED purple neon effect decorative sign comprising an arrow shape and 'TACOS' text which measures 1.6m in height, 0.46m in width and 0.19m in depth;
- ② One vinyl sign applied to front entrance door glazing; and
- ② One internally illuminated white LED totem sign in dark grey displaying 'TACO BELL' sited to the front of the unit. It measures 2m in height and 0.3m in width and depth.

RELEVANT PLANNING POLICY

National Guidance

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

Places for Everyone Joint Development Plan (PfE)

The Places for Everyone Joint Development Plan was adopted and became part of the statutory development plan for each of the 9 authorities covered by the plan on 21st March 2024. The following policies are relevant:

Policy JP-P1 Sustainable Places

Policy JP-P2 Heritage

Adopted Rochdale Core Strategy (CS):

P2 Protecting and Enhancing Character, Landscape and Heritage

P3	Improving Design of New Development
DM1	General Development Requirements
T2	Improving Accessibility

Unitary Development Plan (UDP):

G/D/1 Defined Urban Area

RELEVANT SITE HISTORY

16/01383/HYBR - Hybrid application comprising comprehensive phased regeneration of Rochdale Town Centre East A) Detailed application for Phase One for erection of four commercial buildings and decked car park to provide retail, food and drink uses (Use Classes A1, A3 and A4, maximum 22,511 sq.m), cinema (Use Class D2, maximum 1,797 sq.m), gym (Use Class D2, maximum 2,018 sq.m) together with new service road and junction at John Street, ancillary uses, servicing and common areas, landscaping and infrastructure; and for B) Outline application (all matters reserved) for Phase Two for erection of four buildings to provide retail, food and drink (Use Classes A1, A3, A4 and A5 maximum 1,000 sq.m), offices / commercial (Use Classes A2 and B1, maximum 4,000 sq.m), residential uses (Use Class C3, maximum 100 dwellings), hotel use (Use Class C1, maximum 120 bedrooms), and leisure (Use Class D1, maximum 500 sq.m) together with associated car parking, ancillary uses, landscaping and infrastructure. (Application accompanied by an Environmental Statement) - Approved

CONSULTATION RESPONSES

Conservation and Design

The proposed signage would be seen in the context of the new Riverside development and similar signage on other buildings. As such, it is considered that it would have a neutral impact on the significance of the nearby designated heritage assets. It would not adversely affect their special interest.

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 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.

It is well established that poorly placed advertisements can have a negative impact on the appearance of the built 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 JP-P1 of the adopted Places for Everyone and Policy P3 of

the adopted 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.

The proposal seeks consent for various internally illuminated signs associated with Taco Bell to the front elevation of Unit 12. The primary signage comprises of acrylic panels with aluminium returns mounted onto powder-coated raceways to match the existing shopfront frames. The signs are appropriately sized and do not dominate the shopfront. The modest use of the purple and white colour scheme and halo lighting also does not detract from the established site appearance. The design would thus be compatible with the appearance of existing signage of commercial units across the shopping centre and would accord with the Rochdale Riverside Shopfront Design Guide, submitted as part of 16/01383/HYBR.

The proposed signage would be sited within close proximity to a Grade-II listed building and an NDHA within the Rochdale Town Centre Conservation and would be seen together with the heritage assets. Notwithstanding, the proposal would be understood in the context of the contemporary Riverside development which is clearly demarcated from the historic town centre. The Council's Conservation Officer has also raised no objections to the proposed works. Given this context and having regard to Section 72 of the Planning (Listed Buildings & Conservation Areas) Act 1990, Policy P2 of the adopted Core Strategy and the NPPF, the proposal would have a neutral impact on the significance of the designated and non-designated assets and conservation area.

The application site is located in an established commercial development at the junction of an adopted highway which is partially pedestrianised. Vehicular traffic mostly consist of service and delivery vehicles. The proposed signage would be viewed as part of the existing building line of shopfronts and is not considered to adversely impact public and highway safety. Likewise, the proposed totem sign is sited away from the highway and would not obstruct the free passage of pedestrians.

In the interest of visual amenity and public safety, the proposed signage is therefore acceptable in accordance with Policies P3 and DM1 of the Core Strategy, Policy JP-P1 of the PfE and the NPPF.

RECOMMENDATION: GRANT SUBJECT TO CONDITIONS

Standard conditions

INFORMATIVES:

For the avoidance of doubt, this consents relates to the following plans:

- Location Plan – received 10/09/2024
- Proposed Site Plan – Drawing No. 2024/86/BP received 25/09/2024
- Existing West and North-facing Elevation – Drawing No. 2024/86/03 received 10/09/2024

- Proposed West and North-facing Elevation – Drawing No. 2024/86/04 Rev. B received 25/09/2024
- Proposed External Signage Sections – Drawing No. 2024/86/05 received 01/11/2024

Report Author Sam Yuen