

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
22/01149/ADV	Catherine Fenghour	24 November 2022

Address: 7 South Parade, 9-10 South Parade, 11 South Parade, 12 South Parade, 13 South Parade / 2 No Drake Street, 4 Drake Street, 6 Drake Street, 10 Drake Street, 12 Drake Street, 55 Drake Street, Rochdale

Proposal: Assorted illuminated and non-illuminated fascia, hanging and awning signs (part retrospective)

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/a
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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
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CHECKED AND SIGNED OFF BY: AT

DATE: 25.11.2022

SITE

The application site comprises a group of retail and commercial units located on Drake Street and South Parade, within the Rochdale Town Centre Conservation Area.

The properties have recently undergone substantial repairs and the reinstatement of the traditional shopfronts as part of the Drake Street Heritage Action Zone (HAZ) project.

PROPOSAL

The proposal is for the retention of assorted signage on various properties along Drake Street and South Parade. These include:

- Hand painted fascia signs
- 3D lit signage
- LED strip lighting
- Awning signage
- External illuminated hanging signs

RELEVANT LEGISLATION

- Planning (Control of Advertisements) (England) Regulations 2007
- Planning (Listed Buildings and Conservation Areas) Act 1990

RELEVANT PLANNING POLICY AND GUIDANCE

National Planning Policy Framework

Paragraph 136:

“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

Adopted Rochdale Core Strategy

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)

G/S/1 Town Centre

BE/17 New Development Affecting Conservation Areas

RELEVANT SITE HISTORY

20/00817/FUL - approved – 15 September 2015

External repairs, re-roofing, new fenestration and traditional timber shopfronts to 12 properties within the town centre of Rochdale as part of the South Drake Street Heritage Action Zone.

CONSULTATION RESPONSES

Highways and Engineering

The proposed signage is set back from the carriageway of South Parade and should have no impact on the safe operation of the highway network. No objections.

Environmental Health - Noise/Odours

No comments received to date

REPRESENTATIONS

None received

ANALYSIS

In assessing applications for advertisement consent, paragraph 136 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.

Amenity and heritage

Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. The impacts on amenity should be assessed in accordance with CS policy P3. Signs should be compatible with the surrounding area and protect the character and appearance of the host building and street scene.

If the advertisement is in a conservation area, a local planning authority must also pay special attention to the desirability of preserving or enhancing the character of appearance of that area.

Painted fascia signs and LED strip lighting

Several of the shopfronts have hand painted signs onto the existing timber fascias. This would traditionally have been the means by which shops were advertised. These would appear well-related to the new shopfronts and raise no issues in terms of amenity.

Some of the handpainted signs would be lit by LED strips, which would have all wiring concealed. This lighting is discreetly housed above the fascia and does not affect the visual amenities of the properties or the wider Conservation Area.

Internally illuminated signs

Two of the units have internally illuminated signs. These comprise individually illuminated letters, applied to the fascia. Each letter has a maximum depth of 50mm. The letters are well proportioned and sit comfortably on the fascia board.

These internally illuminated signs are more intrusive than the hand-painted signs, and would not have historically been used on traditional shopfronts. However, given their slim profile and modest proportions, they still relate acceptably to the shopfronts and do not detract from the scheme. The lighting levels are shown to be capped at 600cd/m². This is considered acceptable in this town centre location and will be limited by condition.

Hanging signs

Three of the units have hanging signs. These are externally illuminated with LED strip lights mounted on cast iron brackets. The hanging signs and associated lighting are relatively slim-profile and unobtrusive.

Awning signs

Some of the awnings include printed signs. These signs are considered acceptable, and do not adversely affect amenity.

Vinyl signs

Some of the units have vinyl signs applied to the shop windows. These are all relatively modest and do not impede views into the units or compromise the active frontage. They do not impact on amenity.

Amenity conclusions

The existing signs are largely well-related to the reinstated traditional shopfronts. They enhance the character and appearance of this part of the Conservation Area, contributing to the aims of the HAZ project. There are no amenity issues raised from their installation.

Public safety

The Council's Highways team have not raised any objections to the proposal. The signs do not raise any public safety concerns.

RECOMMENDATION

Standard six conditions, plus:

7. The illumination level of the advertisements hereby approved shall not exceed 600 cd/m².

Reason: In order to ensure a satisfactory appearance in the interests of visual amenity in accordance with policies P2, P3 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Notes for Applicant:

INFORMATIVE:

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

- Location plan (drawing: 240224-PUR-00-XX-DR-A-1000 rev. CO1)
- Rochdale HAZ signage by Purcell, dated August 2022