

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
25/00279/ADV	Hamish Rigg	23/05/2025

Address: 10 Cheetham Street, Rochdale, OL16 1DL

Proposal: One externally illuminated fascia sign and 2no. design printed fascia board 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/a
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CONDITIONS	Pre-commencement conditions proposed?	N
	Pre-commencement conditions agreed (or notification period expired)?	N

RECOMMENDATION	Grant STC
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CHECKED AND SIGNED OFF BY: TH DATE: 29.05.2025

SITE

The application relates to no. 10 Cheetham Street, a semi-detached three storey building in Rochdale Town Centre. The building comprises an attractive Mock Tudor design with exposed timber beams and stone-surround bay windows. The site falls within Town Head Conservation Area, and the application property itself is approximately 150 years old.

The site sits on the corner of Cheetham Street and East Gate Street. The surrounding area is typically urban and has a commercial character, comprising shops and small businesses. The ground floor of the application building is occupied by a food and beverage establishment and a barbers.

No. 10 faces south-west, fronting the pavement and overlooking the adopted highway. It adjoins no. 12 Cheetham Street to the west and is flanked by East Gate Street to the south-east. The rear boundary of the curtilage faces north-east, bordering a public car park.

PROPOSAL

Permission is sought, retrospectively, for 1no. externally illuminated fascia sign, and 2no. non-illuminated fascia sign.

Sign 1:

White and red aluminium composite letters, displaying the words 'Yano Cha', fixed to a dark grey metal shutter box. The letters measure approximately 0.3m in height, whilst the box measures 0.6m (height) X 2.3m (width) X 0.3m (depth).

Signs 2 and 3:

One sign would be located on the front elevation overlooking Cheetham Street, and the other on the side elevation overlooking East Gate Street. The signs comprise printed white letters on a gold and green aluminium composite sheet, displaying the words 'AK Blends Specialist in Fades'. The signs measure 0.6m (height) X 3.2m (width) X 0.05m (depth).

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – July 2021

National Planning Practice Guidance (NPPG)

Sub-Regional

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:

JP-P1	Sustainable places
JP-P2	Heritage

Local

Adopted Rochdale Core Strategy (CS):

SO3 – Improving design, image and quality of place

Policy P2 – Protecting and enhancing character, landscape and heritage

Policy P3 – Improving design of new development

Unitary Development Plan (UDP):

G/D/1 – Defined Urban Area

RELEVANT SITE HISTORY

25/0092/FUL – Grant STC (to be considered in conjunction with this application)

Installation of metal roller shutters to the front and side elevations – part retrospective.

16/00939/FUL – Grant STC:

Change of use from pub to mixed use: ground floor commercial units and first and second floor residential.

CONSULTATION RESPONSES

Conservation officer (08/04/2025):

No objections - The proposed signage following the removal of the external shutters appears to be a reasonable compromise to enhance the appearance of the building and improve the character of the conservation area.

Highways Officer

Signage such as this is typical of the street scene in any Town Centre and does not impact upon the Highway.

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 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.

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.

Visual amenity and impact on heritage assets: JP-P2, DM1, P2 and P3

Further to the above, paragraph 212 of the NPPF states that the effect of an application on the significance of a designated heritage asset, including conservation areas, should be taken into account in determining the application. In weighing

applications that directly or indirectly affect designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

The application site falls within Town Head Conservation Area, although it is recognised that the site's immediate vicinity does not make a significant contribution to the heritage value of the Conservation Area. The surrounding area has a mixed and commercial character, including a high prevalence of roller shutters and poorly designed signage which do not contribute positively in terms of visual amenity.

Permission is sought, retrospectively, for 3no. fascia signs, one of which would be externally illuminated. The proposed signage would be installed in conjunction with the works approved under application 25/00092/FUL, for the installation of roller shutters to the front and side elevation. Application 25/00092/FUL was partly retrospective, and the approved scheme also involved the removal of 3no. external roller shutters and the external shutter housing on which the proposed signage was previously fixed.

The proposed signs are not considered to be especially visually appealing. However, when considered alongside application 25/0092/FUL, whereby 3no. external roller shutters are being removed, the proposed signage would be a reasonable compromise to enhance the appearance of the building and improve the character of the Conservation Area. In addition, the signs are relatively modest in scale and appearance, and no more harmful to the visual amenity of the Conservation Area than the existing signage seen throughout Cheetham Street.

On balance, the proposed signage would have a neutral impact on the character and appearance of the street scene and the Conservation Area, and is acceptable in its design.

Safety:

Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety. Whilst it is accepted that the purpose of an advertisement is to attract attention, it is important to consider whether such adverts would have the potential to have an adverse impact on road safety.

There are no highways issues relating to the proposed signage or its location, as it is not considered to be distracting and is situated away from busy roads. The proposal is therefore acceptable in terms of public safety and in accordance with policy DM1 and the NPPF.

RECOMMENDATION

Grant (subject to standard 5 conditions)

Procedure Statement

The proposal complies with the development plan and would improve the economic, social and environmental conditions of the area. It therefore comprises sustainable

development and the Local Planning Authority worked proactively to issue the decision without delay.

Informative

For the avoidance of doubt, this permission relates solely to 'sign 1', 'sign 2' and 'sign 3', as per the drawing entitled 'Proposed elevations and signs: 31_3A'. The drawings entitled 'existing elevations (31_02) and 'proposed elevations' (31_3A) indicate an additional sign on East Gate Street, labelled 'existing sign'.

Site photos submitted by the applicant confirm that a sign has been installed in this position within the last year. Although there was a different sign in this position as recently as 2017, the current sign does not have advertisement consent and is in breach of planning legislation. Advertisement consents are assessed on design as well as location. New signs, regardless of location, therefore require a new permission. The applicant has been made aware of this on two occasions, and has been advised that they will need to submit an additional application.

Notes for Applicant:

This permission relates to the following plans:

- Proposed elevations and signs: 31_3A
- Proposed site plan: 31_05
- Site location plan: 031_01

Report Author Hamish Rigg