

APPLICATION NUMBER: 23/01261/FUL

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
23/01261/FUL	Bob Melling	15 th January 2024

Address: 209 Manchester New Road, Middleton, M24 1JT

Proposal: New shop front (retrospective)

PUBLICITY	Weekly list expired?	Y	Site notice expired?	Y
	Neighbour letters expired?	Y	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	REFUSE
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CHECKED AND SIGNED OFF BY: RC

DATE: 16.01.24

SITE

The application relates to no. 209 Manchester New Road, a red brick, interwar building located within the Manchester New Road with Kingsway Local Centre. The

mid-terrace property is located on the ground floor and wraps around the outside corner of the building at the junction of Manchester New Road and Kingsway.

Surrounding land uses are mixed in nature, with a range of commercial uses at ground floor level within the remainder of the local centre (including a barbers, launderette, accountants office and beauty salon), with residential flats above, whilst the majority of the rest of the vicinity is residential in nature, comprising Alkrington Garden Village.

PROPOSAL

Retrospective permission is sought for the installation of a new shop front.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – September 2023

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

SO1	Delivering a more prosperous economy
E1	Establishing thriving town, district and local centres
SO3	Improving design, image and quality of place
P3	Improving design of new development
DM1	General development requirements

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
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Supplementary Planning Documents (SPD):

Shop Fronts and Security Shutters Supplementary Planning Document (SPD)

RELEVANT SITE HISTORY

N/A

CONSULTATION RESPONSES

N/A

REPRESENTATIONS

Letters of notification were sent to surrounding neighbours and a site notice posted in the vicinity. No representation have been received in response to the development.

ANALYSIS

Policies DM1 and P3 of the Council's adopted Core Strategy require development proposals to adhere to high quality design and enhance the borough's identity and sense of place, by respecting context where it is positive and having regard to the scale, density, massing, height, layout, landscape, materials and access of surrounding buildings and areas in general. In addition, paragraph 131 of the

National Planning Policy Framework (NPPF) states that the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Paragraph 135 of the NPPF states that planning policies and decisions should ensure that developments function well and add to the overall quality of the area, are visually attractive as a result of good architecture, layout and appropriate and effective landscaping and are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change.

The property previously had a traditional shop front, although this was partially obscured by an external roller shutter. However, much of the traditional shopfront has been removed, including the stallriser and entrance door. It has been replaced with a largely glazed shop front, which extends almost down to ground floor level. While the shop windows are subdivided vertically, as would be expected with a traditional shop front, the lack of a stallriser has distorted its proportions. Moreover, the loss of the inset entrance and attractively detailed timber door is considered to detract from the character of the building and the definition of the original shopfront.

The proposal also includes a number of swan lights. It is considered that the number of lights appears excessive and gives the shopfront an overly busy appearance. This aspect would compound the visual harm identified above.

For the avoidance of doubt, no concerns are had with the removal of the roller shutter, which would constitute an improvement in the visual appearance of the building.

Overall, it is considered that the proposals fail to be suitably sympathetic to the original character and appearance of the applicant property and ultimately fail to be of a satisfactory standard of design. The impact to the character and appearance of the property and street scene would be unduly harmful and the application therefore fails to accord with paragraphs 131 and 135 of the NPPF and policies DM1 and P3 of the Council's adopted Core Strategy.

RECOMMENDATION

REFUSE

1. The installation of the proposed shop front and the loss of the character and detailing of the existing stallriser and inset front entrance would be unduly harmful to the character and appearance of the building and the surrounding street scene. The lack of cohesion between the design language of the proposed shop front and the existing property would exacerbate the visual harm in this location and the application ultimately fails to amount to a satisfactory standard of design. The application is therefore contrary to the requirements of policies DM1 and P3 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Procedure Statement

The proposal would not improve the economic, social and environmental conditions of the area nor does it comply with the development plan and therefore does not comprise sustainable development. There were no amendments to the scheme, or conditions which could reasonably have been imposed, which could have made the development acceptable and it was therefore not possible to approve the application.

Notes for Applicant:

For the avoidance of doubt, this decision relates to the following list of plans and documents:

- Location Plan. Dated 20th November 2023
- Block Plan. Drg no. 802-01
- Existing Plan And Elevations. Drg no. 802-02
- Proposed Plan And Elevations. Drg no. 802-03

Report Author Bob Melling