APPLICATION NUMBER: 20/01519/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
20/01519/ADV	Ryan Killeen	11 January 2021

Address: Heywood Magic Market, Unit 1A Hartley Street Heywood OL10 1LT

Proposal: Various non illuminated fascia signs to front and side elevations and 7 non-illuminated wall mounted signs on side elevations

PUBLICITY	**Weekly list expired?**	N/A	**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

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

RECOMMENDATION	GRANT

CHECKED AND SIGNED OFF BY: AT **DATE: 15.01.2021**

SITE

This application relates to Heywood Magic Market, a single storey building in Heywood town centre that provides a trading location for numerous independent traders. The building occupies a rectangular footprint approximately 1400m^2 in size. The site is accessed via Hartley Street to the east with parking provisions to the south, which is also shared with a 4-unit linear shopping centre.

The building itself is of a single storey, red brick construction with a mansard roof and features various shop frontages to Hartley Street, with a single access and various signage towards York Street.

PROPOSAL

The application seeks advertisement consent for:

7no. 3.2m x 3.5m (h x w) timber & vinyl externally down-lit fascia sign

1no. 1.05m x 6.1m (h x w) timber & vinyl externally down-lit fascia sign with raised lettering

4no. 1m x 3.8m (h x w) timber & vinyl externally down-lit fascia sign

2no. 1m x 1m (h x w) timber & vinyl externally down-lit fascia sign

2no. 1.15m x 4.8m timber and vinyl externally down-lit fascia sign

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – February 2019
National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

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

Unitary Development Plan (UDP):

G/D/1	**Defined Urban Area**

RELEVANT SITE HISTORY

08/A5677 Sixteen Non-Illuminated Projecting Hanging Banner Signs

Granted Subject to Conditions – July 2008

CONSULTATION RESPONSES

Highways And Engineering

No Objections.

REPRESENTATIONS

In accordance with national policy requirements, this application was not advertised. No representations have been received.

ANALYSIS

In assessing applications for advertisement consent, paragraph 67 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.

The application would see the installation of various signage showing the business name and logo to the York Street, Hartley Street and car park elevations. This signage would replace existing signage which has become fatigued in its appearance by virtue of its age.

The proposed signage would be installed in similar quantities to the existing signage, and but would utilise a light grey and charcoal colour scheme. This would constitute a significant improvement over the existing situation, being more subtle in appearance which would enable the building to better blend with the existing street scene. Further to this, the town centre location lends itself to the commercial appearance of the signage.

There are not considered to be any issues with regard to public safety considerations, and no objections from the council's highways officer were received.

Therefore, in light of the above assessment, it is considered that the proposed advertisements not have a negative impact on public safety or the amenities of the surrounding area. As such the application accords with P3 and DM1 of the adopted Rochdale Core Strategy and the requirements of the National Planning Policy Framework.

RECOMMENDATION

Grant Subject to Conditions

Standard five conditions, plus informative:

This consent relates to the following plans:-

- Location Plan
- 003 – 03-102 – Existing Elevations
- 003 – 03-102 – Proposed Elevations

Report Author Ryan Killeen