

APPLICATION NUMBER: 22/01015/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
22/01015/ADV	Catherine Fenghour	23 January 2023

Address: 2 Yorkshire Street Rochdale OL16 1EE

Proposal: Non-illuminated ATM surround sign

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/a
	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: 27.01.2023

SITE

The application site is the former Oldham Joint Stock Bank, which is now HSBC. Constructed in 1895, it was listed at grade II in 2015.

This neo-classical style bank is constructed of high quality ashlar and granite to the covered principal elevation and occupies a prominent location on the corner of Yorkshire Street and the Esplanade. It is representative of bank architecture of the period. In addition to being outwardly impressive it conveys a sense of reliability, confidence and security. Internally, the banking hall retains its high quality, decorative Art Nouveau rooflight. The Bank is listed for its architectural interest, materials, setting and group value with other adjacent locally listed banks.

The site lies within the Rochdale Town Centre Conservation Area and is close to a number of other listed buildings and non-designated heritage assets, including 3 to 5 Yorkshire Street (grade II) and the non-designated Barclays Bank, which occupies the opposite corner on Yorkshire Street.

The Bank has an existing external ATM with a non-illuminated surround sign.

PROPOSAL

The proposal is for the replacement of the existing non-illuminated signage around the ATM. The existing ATM is also proposed to be replaced (22/01014/FUL and 22/01019/LBC refer). The scheme has been revised during the lifetime of the application to reduce the size of the ATM and advert. The signage is now also proposed to be non-illuminated.

RELEVANT PLANNING POLICY

Planning (Listed Buildings and Conservation Areas) 1990

National Planning Policy Framework (NPPF)

Chapter 12 – Achieving well-designed places

Chapter 16 – Conserving and enhancing the Historic Environment

Adopted Rochdale Core Strategy (CS):

P2 – Protecting and enhancing character, landscape and heritage

P3 – Improving design of new development

RELEVANT SITE HISTORY

22/01019/LBC – pending consideration

Internal & external works, including: replacement of the existing external ATM machine and signage, replacement of existing internal self-service machines, associated making good and decoration

22/01014/FUL - pending consideration

Replacement of existing external ATM machine

22/01004/LBC – pending consideration

Installation of 1no. externally mounted CCTV camera

22/01003/FUL – pending consideration

Installation of 1no. externally mounted CCTV camera

14/00717/FUL – approved – 8 September 2014

Replacement of existing external ATM with new model

CONSULTATION RESPONSES

Conservation and Design

N/A

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. 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 display of insensitively designed or sited adverts can harm the appearance of a listed building, or detract from its setting.

The scheme has been revised during the lifetime of the application and is now for a non-illuminated sign of similar dimensions to the sign it would replace. As such, it is considered to have a neutral impact on the significance of the listed building and would preserve its special interest.

The revised scheme does not raise any concerns in relation to heritage and visual amenity.

Public safety

As the proposal is for replacement of any existing sign with a similar non-illuminated sign, there are no issues of public safety.

RECOMMENDATION

Approve subject to six standard conditions

Informative

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

- Site location plan, received on 25 July 2022
- Site plan, received on 9 September 2022

- 27637-067-PR01-PL1 Rev. B - Proposed ground floor plan, received on 20 January 2023
- 27637-067-PR03-PL1 Rev. B - Proposed plans, elevations and sections, received on 20 January 2023

Report Author Catherine Fenghour