APPLICATION NUMBER: 19/00421/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
19/00421/ADV	John Van Eker	03 July 2019

Address: Unit B Whitworth Road Retail Park, Whitworth Road, Rochdale, OL12 0EX

Proposal: 4 internally illuminated fascia signs

PUBLICITY	**Call up expired?**	YES	**Site notice expired?**	N/A
	Neighbour letters expired?	N/A	**Press Notice expired?**	N/A

INTERESTS	**Officer dealing with planning matters / Councillor app?**	NO	**Ten or more objections and recommendation to grant?**	NO
	Decision maker management interest in site?	NO	**Called up?**	NO

COMMUTED SUMS / S106	**Commuted Sum paid / S106 completed?**	N/A
	Confirm if commuted sum / S106 for POS – copy of calculation spreadsheet on file?	N/A

HUMAN RIGHTS ACT	**Account has been taken of the Act's provisions.**
ENFORCEMENT?	**N/A**

EIA	**Has a screening opinion been completed and saved to Onbase?**	N/A

RECOMMENDATION	**GRANT**

CHECKED AND SIGNED OFF BY: EH **DATE: 8 July 2019**

SITE

The application relates to a retail unit located on a site known locally as the former Rochdale Council Depot and is located at the junction of Whitworth Road and Haynes Street, to the north of Rochdale Town Centre. The site consists of two

recently constructed retail units with associated car parking and this application seeks advertisement consent to the smaller of the two retail units.

PROPOSAL

The application seeks permission for advertisement consent for the erection of a total of 4 fascia signs to the external front and side elevations of Unit B, all of which will be internally illuminated.

To the front elevation of the unit, facing towards the car park, 3 signs have been proposed to a fascia above the entrance and existing fenestration to the unit. These signs are marked on plans as fascia signs 2, 3 and 4. An additional sign has been proposed to the side elevation of the unit facing the highway, towards Haynes Street, which is marked as fascia sign number 1.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) Updated July 2018.

National Planning Practice Guidance (NPPG)

Core Strategy (CS):

The Core Strategy was formally adopted by the Council on 19th October 2016 and partially replaces the 2006 Unitary Development Plan. The following policies are relevant:

SO3	Improving design, image and quality of place
P3	Improving design of new development
DM1	General development requirements
T2	Improving accessibility

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area

RELEVANT SITE HISTORY

15/00942/FUL
Construction of a Class A1 foodstore and a flexible use retail unit (Use Classes A1, A2, A3 or A5), car parking, service area, vehicular access and landscaping following demolition of depot.
Approved subject to conditions 24/11/2015

CONSULTATION RESPONSES

Highways:
We have no objection to these proposals.

REPRESENTATIONS

In line with the Council's Code of Publicity and national guidance for this level of application, no direct publicity has been undertaken. No letters of representation have been received.

ANALYSIS

Paragraph 132 of the NPPF states that '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.' As such, these interests have been taken into consideration within this analysis section of the report.

It is well established that poorly placed advertisements and signage 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 location and street scene.

Policy P2 of the Core Strategy acknowledges that enhancing and protecting the Borough's unique character can lead to improvements in quality of life and can also help to booster the visitor economy and inward investment. It states that the Council will protect and enhance the boroughs character, the distinctiveness of its town centres, housing areas and countryside and the qualities of its landscape

Design: SO3, P3 and NPPF

The application site consists of a currently unoccupied retail unit adjacent to a larger retail unit which already features external signage and advertising. Directly opposite the site, to the opposite side of Haynes Street, there is another retail unit as well as additional existing commercial activity to the rear of the application site. These neighbouring buildings result in a commercial appearance when viewed from the streetscene and given the permitted use of this vacant retail unit, it is not considered that the placement of advertising and fascia signs to this building would have a negative impact on the streetscene over the existing appearance.

Given the setting and well-proportioned sizes of the four proposed signs, to fascia space that has been provided to provide space for signage, it is not considered that these additions at this location would have an adverse effect on the streetscene.

The proposed artwork that has been submitted alongside this application is also considered to be acceptable at this location and in the context of existing surrounding advertisements and signage.

The proposed signs to the front elevation of the property include signs marked nos. 2, 3 and 4. Sign no. 2, displaying internally illuminated text with a depth of 0.1m and maximum individual letter height of 25cm will result in an acceptable appearance. Adjacent to this and above the front entrance to the unit will be sign no. 3, also internally illuminated, and displaying a logo, the appearance of which is acceptable at this location. Fascia sign no. 4 will also be sited to the front elevation of the unit which consists of internally illuminated text also with a maximum individual letter height of 25cm. The design and placement of this signage is also considered acceptable at this location and will have an acceptable appearance on the streetscene in the context of neighbouring commercial uses.

Sign no. 1 is sited to the side elevation of the retail unit, facing directly towards Haynes Street and will consist of a logo sign with a similar appearance

All signs proposed under this application will have a maximum illuminance level of 350 cd per metre square. Similarly, neighbouring commercial units also feature either

internally or externally illuminated signage and it is not considered that this luminace level to the proposed designs would have an adverse effect on the appearance of this commercial unit or the streetscene.

In summary, it is considered that the proposed signage is appropriate and would be an acceptable addition to the retail unit at this location.

Based on the details submitted in association with this application, the proposed design of the two information signs is considered acceptable and in accordance with Policy P3, P2 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

Amenity and Public Safety: DM1, P3 and NPPF

Policies DM1 and P3 of the Council's Core Strategy (2016) requires all development proposals to demonstrate that they are of high quality design, with the opportunity to enhance the quality of the area and do not adversely affect the amenity of residents or users through visual intrusion and light pollution.

Whilst there is no existing illuminated advertising or signage to this particular retail unit, recent approval has been secured for illuminated signage to adjacent retail units at this location which were not found to adversely impact on neighbour amenity. In addition, the proposed signage will face towards a car park, adjacent highway and other commercial buildings. Given that the proposed signage will remain away from residential property and be sited in what is a generally mixed use area adjacent to a well-lit highway it is not considered that the additional signage would have a negative effect on neighbouring or user amenity at this location.

Given the existing commercial activity in the immediate area and presence of existing illuminated and non-illuminated advertisements at this location, it is not considered that the proposed new signage would have an adverse effect on neighbour amenity at this location.

As part of the consultation process for this type of application, comments have been sought from the Councils Highways Officer who has raised no objection to this form of development. The proposal is not considered to present a risk to highway or public safety at this location.

The proposal is therefore in accordance with Policy P3 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

Conclusion

In light of the above, it is not considered that the proposal would have an adverse impact on the visual amenity of the area. The signage would not appear prominent and would in most respects remain in keeping with the commerciality of the immediate area and protects the visual amenity of the area by providing appropriate signage to space on a vacant retail unit for which there are provisions for this form of advertisement. The application therefore accords with policies DM1 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework.

RECOMMENDATION

GRANT

Standards conditions, plus:-

6. This consent relates to the following plans:-

- Proposed Elevations Drawing no. 2018-0224-002
- Site & Location Plan Drawing no. 2018-0224-003
- Planning Application Form

and the development shall be carried out in complete accordance with these drawings hereby approved.

Reason: For the avoidance of doubt and to ensure a satisfactory standard of development in accordance with the policies contained within the adopted Rochdale Core Strategy and the requirements of the National Planning Policy Framework.

Report Author John Van Eker