

APPLICATION NUMBER: 22/01473/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
22/01473/ADV	Aimee Bovaird	24 January 2023

Address: Proposed hotel at junction New Baillie Street and Penn Street, Rochdale

Proposal: Two internally illuminated fascia signs and one internally illuminated double sided totem 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
	Neighbour comments received?	N

EIA	Screening opinion completed and saved to Onbase?	N
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CONDITIONS	Pre-commencement conditions proposed?	N
	Pre-commencement conditions agreed (or notification period expired)?	N

RECOMMENDATION	Grant subject to conditions
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CHECKED AND SIGNED OFF BY: LA

DATE: 06/03/23

SITE

The site relates the proposed hotel at the junction of New Bailie St and Penn Street. The site is beside Town Head Conservation Area and Town Centre Conservation Area. Three external signs are proposed.

PROPOSAL

The application proposes to construct three signs.

The Sign Type 01 will be on the south elevation with letters spelling out 'Hampton by Hilton'. This will be aluminium lettering with PPC finish and will be internally illuminated. The proposed sign will be 7.41m in height and 46.47m long and 1.27m wide. The proposed elevations for Sign Type 01 suggest the proposed signage would be sited approximately 219.56m above the ground floor level on the south elevation.

The Sign Type 02 is a monument sign, internally illuminated and the proposed monument will have the words 'Hampton by Hilton'. Sign Type 02 will be 3.81m high and 2.476m wide, this advert will be free standing.

The Sign Type 04 will be on the east elevation with letters spelling out 'Hampton by Hilton'. This will be aluminium lettering with PPC finish and will be internally illuminated. The proposed sign will be 0.478m high, 3m long and 0.075m wide. It will be located between the ground and the first floor at the main entrance to the hotel 3.744m from ground level.

RELEVANT PLANNING POLICY

Planning (Listed Building and Conservation Areas Act) 1990 (as amended)

Section 66 of the above Act states that in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority, or as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Section 72 of the above Act states that with respect to any buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area. Section 66 of the Act states that in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority, or as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

National Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

SO3 – Improving design, image and quality of place

P3	Improving Design of New Development
P2	Protecting and Enhancing Character, Landscape and Heritage
DM1	General Development Requirements

Unitary Development Plan (UDP):

RELEVANT SITE HISTORY

19/01160/FUL - Application for subsequent consent for site remediation, site clearance, required archaeological investigations, temporary means of access and the erection of temporary means of enclosure in order to prepare the site for Phase 2 of development. – Grant

20/01529/FUL - Detailed planning application for erection of four buildings to provide office/commercial use (Use Class E), hotel use (Use Class C1) and residential use (Use Class C3, 238 apartments) together with associated parking, servicing and common areas, ancillary uses, - Grant

CONSULTATION RESPONSES**Conservation And Design**

The application proposes three different advertisements within the site.

The application site is in close proximity to number of heritage assets, however the assets which would potentially be impacted by the proposed development would be the Town Head Conservation Area, in addition to the Grade II listed Townhead and 128 Yorkshire Street.

Nevertheless given the distance of separation, that the signs are sited to the south of the site and would not infringe on views from the neighbouring conservation area, and that two are at low level in the case of the entrance fascia sign and totem sign, it is considered that the proposed advertisements would have a neutral impact on the wider setting of the Town Head Conservation Area, in addition to the Grade II listed Townhead and 128 Yorkshire Street. This view is further compounded as the signs would be seen in the context of the surrounding permitted modern buildings.

The proposal would not result in any harm to the significance of these designated heritage assets.

Highways

Having reviewed the type and position of the proposed signage it would appear that they would have no detrimental impact on the safe operation of the highways network.

Highways raise no objection to this application and request no specific planning conditions.

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.

Amenity

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

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.

Paragraphs 203 of the NPPF states that 'the effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-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.'

Additionally, 199 and 200 of the NPPF establishes that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance. Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification.

Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

In the proposed location it is considered that the illuminated signs will appear prominent but is considered an acceptable addition to the site. The visual appearance of the signage is compatible with the character of the surrounding location.

The Conservation Officer has not raised any objections with the proposed signage as it would not result in any harm to the significance of these designated heritage assets. The proposal is therefore considered acceptable.

Public 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.

The highways department raised no objections to the proposal. It is therefore considered that the proposed signage is acceptable in terms of public safety and in accordance with policy DM1 and the NPPF.

RECOMMENDATION

Grant Subject to Conditions

Standard five conditions and the following:

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to –
 - ☐ endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - ☐ obscure, or hinder the ready interpretation of, any traffic sign, railway sign or aid to navigation by water or air; or
 - ☐ hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
6. During the hours of darkness, the illumination level shall not exceed 600 candelas per square metre.

Reason: In order to safeguard the amenities of the area of and neighbouring residents and to safeguard the interests of road safety in accordance with policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

7. There shall be no special effects (including noise, smell, smoke, animation, flashing, scrolling, three dimensional, intermittent or video elements) of any kind during the time that any message is displayed.

Reason: In order to safeguard the amenities of the area of and neighbouring residents and to safeguard the interests of road safety in accordance with policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Notes for Applicant:

INFORMATIVE:

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

Amended Site Location Plan received 7/12/22

Elevations received 7/12/22

Report Author Aimee Bovaird