DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
21/00023/ADV	Majid Mir	07 April 2021

Address: 11 New Road Littleborough OL15 8PJ

Proposal: Retrospective, temporary advertisement consent for hoarding on the western elevation of 11 New Road Sign and a Fascia Sign above the entrance

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

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

RECOMMENDATION	SPLIT DECISION (PART GRANT PART REFUSE)

CHECKED AND SIGNED OFF BY: DR **DATE: 13/04/2021**

SITE

This application relates to 11 New Road, a two storey end of terrace property located within the Littleborough area of Rochdale. No. 11 faces northwest towards New Road, which is a part of the strategic highway network. To the northeast of no.11 are a number of residential properties. To the southwest of no.11 is strip of land with a number of advertisements for housing development that is being constructed and that has recently been granted planning permission (20/00607/FUL &

19/00262/FUL). There is also a road which allows for access to the new housing development and the rear of no.11.

To the front of the property, on the opposite side of New Road is Drydock Mill. Directly facing no. 11 is the offices to a marketing company.

PROPOSAL

This application seeks retrospective advertisement consent for temporary advertisement consent for a hoarding on the western side elevation of 11 New Road and a fascia sign above the entrance. The application seeks temporary advertisement consent for a period of 12 months from the date of decision.

The advertisement hoarding is 3m in height and approximately 5m wide. The hoarding is set 1.6m above ground floor level, therefore the top of the hoarding is 4.6m above ground floor level. The hoarding is predominantly a dark blue (pantone 281) and white strip at the bottom. The application proposes the use of two blue tones (pantone 281 and pantone 284, plus a white colour.

The fascia above the entrance will be 0.44m high and 4.5m wide. The fascia sign would be set 2.64m above ground floor level, therefore the top of the hoarding is 3.08m above ground floor level. The hoarding is predominantly a dark blue (pantone 281) and white. The application proposes the use of two blue tones (pantone 281 and pantone 284, plus a white colour.

It is noted that a separate retrospective planning permission for the temporary change of use of no.11 from residential dwelling (C3) to sale office (Class E(g)(i)) was granted for a period of up to 9 months (19 December 2021).

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – February 2019

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

SO1	To deliver a more prosperous economy
SO3	Improving design, image and quality of place
P2	Protecting and enhancing character, landscape and heritage
P3	Improving design of new development
DM1	General Development requirements
E1	Establishing thriving town, district and local centres
T2	Improving accessibility

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area

RELEVANT SITE HISTORY

21/00022/FUL	Temporary change of use from residential dwelling (Class C3) to sales office (Class E(g)(i)) – retrospective. Decision: Grant subject to conditions.

CONSULTATION RESPONSES

Conservation And Design - This proposal is recommended for refusal.

Significance Assessment:
The proposal seeks to erect a fascia sign and hoarding at 11 New Road, an attractive stone built, traditional end of terrace dwelling house. The property is located within the setting of 18, 20 & 22 New Road, a group of Grade II listed former weavers cottages. The significance is of these is embodied within their architectural design and historical value.

Whilst this application refers only to the fascia sign and hoarding on the gable end of the property, it is noted that the development site adjacent also includes 2 large free standing signs at the entrance to the development along with a series of flags/banners lining the road. The combination of signs, including the hoarding, are visually intrusive and create a cluttered streetscape. These elements detract from the listed buildings and have subsequently caused less than substantial harm to the setting of these designated heritage assets (NPPF, paragraph 196). This harm is not mitigated within the scheme, is insufficiently justified and is not outweighed by public benefit.

It is recognised that given the nature of this new housing development there is obvious desire to include some marketing to attract perspective purchasers and therefore it would be reasonable to expect some sign however, this should not compromise the quality of an area.

The inclusion of a fascia sign is not be in keeping with the character of the modest residential property and it is considered that this could be improved through reducing its size. This could easily be achieved through removing the website address (which would also declutter the design) and removing the company branding logo which could easily be included as a vinyl internal sticker in the property windows instead.

With regards to the hoarding, it is considered that this is overbearing and intrusive in terms of scale, particularly considering proportion of the host building, and finish. If this was to be removed entirely there would be less need to reduce the fascia signage as the building itself would no longer be subservient to the advertisements.

It is noted that the proposed development is temporary in nature and seeks 9 months as a change of use but 12 months for the advertisements. If the Local Planning Authority is mindful to grant permission for this proposal then the timescales for the advertisement should align with the change of use and should be the minimum necessary.

To conclude, until the proposed signage design is reconsidered this application is recommended for refusal.

Impact Assessment:
The proposal will cause less than substantial harm to the setting of the designated heritage assets (NPPF, paragraph 196). This harm is not justified, mitigated or outweighed by public benefit.

Highways And Engineering - We have no objection to these proposals. The content of the sign is basic and should not compromise road safety. Typically we would expect this in one of the show homes but the proposals are not so irregular as to cause distraction. We have no objections to this proposal.

Env Health - Noise/Odours - No comments received to date.

REPRESENTATIONS

One objection response was received for the application. The reasons for objection are summarised below:

- The advertisements are displayed without planning permission
  Officer response: *The applicants have submitted a retrospective application.*
- The Hoarding on the Gable end of the Cottage at 11New Road is a distraction for drivers and an eyesore.
  Officer response: *Discussed in the report.*
- The fascia sign above the door should not be there as it is still a house.
  Officer response: *The applicants have submitted a retrospective application.*

ANALYSIS

In assessing applications for advertisement consent, paragraph 132 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

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.

As noted above, no. 11 has been granted retrospective temporary planning permission for the temporary change of use from residential dwelling (C3) to sale office (Class E(g)(i)).

No.11 is a residential dwelling and is adjoined to residential dwellings. Though there is a commercial property on the opposite side of the road and there are commercial properties on the other side of the strip of land, this part of New Road is predominantly residential.

If the temporary advertisement signs would be placed on a residential property that would not be in keeping with the host property, however, as the no. 11 has been granted temporary planning permission to be used as sales office the use of the temporary advertisement signs would be considered acceptable in principle.

No.11 is located on a busy main road which forms a part of the strategic road network and occupies a prominent position. To the east of the no.11 is a strip of land that already has a number free standing advertisements placed on it. It is noted that the free standing advertisements are located in close proximity to no. 11. The free standing advertisements are visible from all directions and are located on a prominent position. However, the advertisement hoarding would be visible when travelling west on New Road. Whilst the advertisement hoarding on its own may not have a harmful amenity impact, when viewing the sign in conjunction with the other advertisement signs on the strip of land, the cumulative impact creates a dominant and intrusive feature, and leads to an excessive level of advertisement and visual clutter on the street scene.

It is considered that the fascia advertisement is well sized and would not be overly visually prominent on the street scene. Considering the temporary use of the property as a sales office, the use of a fascia advertisement sign is considered to be compatible with the use of the property and would not detract from the character of the wider area.

Therefore, in light of the above assessment, it is considered that the proposed advertisements as whole would have a detrimental impact on the visual amenity of the street scene and would not be in accordance with Policies P3 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF. However, the temporary fascia advertisement sign alone would be considered acceptable only for temporary use and would be in accordance with Policies P3 and DM1 of the Rochdale Core Strategy and the guidance contained within the NPPF.

Heritage

Policy P2 of the Core Strategy outlines that the Council will protect and enhance the borough's character and the distinctiveness of its town centres, and conserve, enhance and promote key heritage assets, both statutory and non-statutory, including consideration of their wider settings.

The proposed sign would be located in close proximity but on the other side of the New Road, as such the impact of the sign on its wider settings should be considered. The Conservation Officer was consulted on the application and stated that the proposal would cause less than substantial harm to the setting of the designated heritage assets (NPPF, paragraph 196) and that the harm is not justified, mitigated or outweighed by public benefit. As such, the Conservation Officer recommended the application be refused.

Though the application is for the hoarding sign to the side elevation and the fascia sign to the front, the Conservation Officer noted that there are numerous signs along the strip of land that is adjacent to New Road which advertises the residential development to the rear of no. 11. The Conservation Officer believes that the combination of signs, including the hoarding, are visually intrusive and create a cluttered streetscape. It is considered by the Conservation Officer that these elements detract from the listed buildings.

With regards specifically to the hoarding to the side elevation of no. 11, the Conservation Officer considers it to be overbearing and intrusive in terms of scale, particularly considering proportion of the host building, and finish. It is noted that the proposed hoarding sign would take up a large proportion of the side elevation of no.11.

In regards to the fascia sign, the Conservation Officer considered that the fascia sign is not in keeping with the character of the residential property and would be improved by reducing its size.

Overall, the culmination of the signs along the strip of land adjacent to New Road, the large hoarding sign on the side elevation of no. 11 and the fascia to the front would cause less than substantial harm to the setting of these designated heritage assets (NPPF, paragraph 196).

However, the Conservation Officer noted that the removal of the hoarding advertisement would lead to less of a need to reduce the fascia sign as the building itself would no longer be subservient to the advertisements. It is therefore considered, that the fascia sign alone would not be a dominant or oppressive in appearance within the street scene and would not detract from the character of the area and the Listed Buildings. It is therefore considered that the fascia sign alone

would be acceptable for display for a temporary period associated with the temporary use of the building.

Public Safety

Policy DM1 sets out the general development requirements and establishes that proposals should not adversely impact on highway safety. The proposed advertisements would be erected adjacent to a heavily trafficked major road. 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.

To assess the safety of the proposal, the highways department were consulted. The highways department raised no objection to the proposal as the highways department considered that the signs would not cause a distraction and would not compromise road safety.

The advertisement sign would be basic, with the advertisement sign being illuminated during the night time hours. The supporting report states that the 'illuminations have less than that of an average street light', however it does not state the luminance level. The application form states that the illuminance levels would be 2 cd/m2. Considering the low illuminance level of the lighting and the temporary nature of the proposed advertisement, the application is considered to be acceptable in terms of public safety and in accordance with policy DM1 and the NPPF in this regard.

Conclusion

For the reasons provided above it is therefore concluded that the display of advertisement hoarding to the side elevation of no. 11 would be in the setting of 18, 20 & 22 New Road, a group of Grade II listed buildings. The advertisement hoarding would cause less than substantial harm to the setting of the designated heritage assets (NPPF, paragraph 196). This harm is not justified, mitigated or outweighed by public benefit. The advertisement hoarding would lead to a cluttered street scene which would be detrimental to visual amenity of the street scene.

However, the fascia advertisement sign to the front elevation of no. 11 alone is would not have a prominent appearance and would protect the visual amenity of the area and the Listed Buildings opposite. As such it is recommended that a split decision be issued, granting advertisement consent for the fascia sign, but refusing permission for advertisement hoarding.

RECOMMENDATION - Split decision

Grant advertisement consent for the fascia sign subject to the standard 5 conditions and the following condition:

6. This consent is granted for a temporary period expiring on 16 April 2022.

Refuse advertisement consent for hoarding advertisement sign on the side elevation for the following reason:

1. The temporary advertisement hoarding on the side elevation of number 11 New Road, by reason of its size, scale, design, prominent location and close proximity to existing advertisement signs would introduce a dominant and intrusive feature, and an excessive level of advertisement and visual clutter into the street scene. Located within the setting of the Grade II listed buildings of 18, 20 and 22 New Road, the advertisement hoarding would cause less

than substantial harm to the setting and significance of the designated heritage assets and the harm is not justified, mitigated or outweighed by public benefits. As such, the proposal would be contrary to Policies P2, P3, and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Informative:
For the avoidance of doubt, the decision relates to the following drawings:-

- Existing floor plans, elevations & location plan. Drawing no: 15005NEW 01
- Proposed floor plans, and elevations. Drawing no: 15005NEW 02
- Supporting statement dated 04th January 2021

Report Author Majid Mir