

APPLICATION NUMBER: 22/00703/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
22/00703/ADV	Rosalind Gralton	3 November 2022

Address: 75 York Street Heywood Rochdale OL10 4NR

Proposal: Internally illuminated ATM sign

PUBLICITY	Weekly list expired?	N	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	APPROVE
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CHECKED AND SIGNED OFF BY: JCO DATE: 16/11/2022

SITE

The site relates to the front elevation of a convenience store at 75 York Street, Heywood.

PROPOSAL

Retrospective permission is sought for the installation of illuminated ATM signage.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

P3 Improving design of new development

T2 Improving Accessibility

DM1 General development requirements

Unitary Development Plan (UDP):

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

RELEVANT SITE HISTORY

22/00702/FUL - Installation of an ATM and associated signage (retrospective) –
Pending consideration

CONSULTATION RESPONSES

Not applicable.

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.

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. In addition, Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety.

The proposed internally illuminated sign would be acceptable in the commercial context of York Street, and would not appear incongruous with the streetscene.

The principle of the street hub has been established within application 22/00702/FUL, and the adverts would therefore be considered acceptable.

The fascia sign would be made of fibreglass, would have a depth of 0.04m, a height of 954mm and would have a static display, and would not exceed illuminance levels of 100cd/m², which would be considered acceptable. Furthermore, due to the design of the screen and the proposed illuminance would, the proposed sign would not appear overly prominent or detract from the character of the wider area, or harm the amenity of the occupants of neighbouring buildings.

The signage would not appear overly prominent and would protect amenity of nearby occupiers. The application therefore accords with policies DM1 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework.

RECOMMENDATION

Grant Subject to Conditions

Standard five conditions and the following:

6. The intensity of the illuminance of the digital sign shall be set to a maximum brightness of 600cd/m² at all times.

Reason: In the interest of the amenities of the occupiers of nearby premises in accordance with policies P3 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Plus informative:

This consent relates to the following plans:-

- ☐ Location Plan
- ☐ Block Plan
- ☐ T020851_AI As-Installed Plan and Elevation
- ☐ NM-GA—F1-B General Site Installation Arrangements