

APPLICATION NUMBER: 24/00159/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.

24/00159/ADV

CASE OFFICER

Rachel Carney

DETERMINATION DATE 01.05.2024 EXT OF TIME 27.09.2024

Address: Hopwood Hall College Rochdale Road Middleton M24 6XH

Proposal: Application to display three fascia signs and one internally illuminated fascia 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
-----	--	---

CONDITIONS	Pre-commencement conditions proposed?	n
	Pre-commencement conditions agreed (or notification period expired)?	n/a

RECOMMENDATION

GRANT

CHECKED AND SIGNED OFF BY: LA

DATE: 05.11.24

SITE

The application relates to the Middleton Campus of Hopwood Hall College, with the specific development proposed to the Henry West and Technology buildings. The site is close to the Grade II* listed Hopwood Hall and the Grade II listed Hopwood Hall Chapel. The site is also located within the Green Belt.

PROPOSAL

The application proposes the installation of three fascia signs and one illuminated fascia sign.

Henry West Building

Advert 1 – Replacement of existing “Henry West” lettering with a lightbox sign. This would measure 2.12 by 3.89m and be sited above the existing glazing with its base 2.85m above ground level. The advert would be constructed of a sliver adonised flex face with internal illumination of 500 cd/m2.

Advert 2 – This would comprise individual “Henry West” flat-cut metal lettering and measure 0.4 by 5.4m. The sign would be non-illuminated and would be painted dark grey.

Technology Building - South east elevation

Advert 3 – Individual flat-cut metal lettering to be installed directly below existing advert. Would read “Hopwood Hall College & University Centre” and measure 0.54m by 2.85m.

Technology Building – South west elevation

Advert 4 – Existing signage to be removed and individual illuminated lettering “Advanced technology & construction centre” to be installed. The letters would measure 0.72m high, with a 0.03m projection and the sign would have a length of 28.3m. Each letter to be back lit in a warm light at a lumen level of 200/m2.

Details of a 5th advert have also been included and this comprises the installation of graphic vinyl to the existing glazing above the entrance door.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

JP-S1 Sustainable Development

JP-G8 A net enhancement of biodiversity and geodiversity

JP-G9 The Green Belt

JP-P2 Heritage

JP-P5 Education, skills and knowledge

Adopted Rochdale Core Strategy (CS):

- C7 Delivering education facilities
- P1 Improving image
- P2 Protecting and enhancing character, landscape and heritage
- P3 Improving design of new development
- G4 Protecting Green Belt
- T2 Improving accessibility
- DM1 General development requirements

Unitary Development Plan (UDP):

- G/D/2 Green Belt
- D/5 Infilling at Major Existing Developed Sites in the Green Belt).

RELEVANT SITE HISTORY

N/A

CONSULTATION RESPONSES

Conservation And Design

No objections as amended

Highways And Engineering

First comments – No concerns with smaller signs but the signage on the technology building is very large. Concerns that it could detract from the setting of the heritage assets and a request for further information so that this can be assessed.

Second comments – A heritage statement has been submitted and the sign reduced in size. Still concerns over the level of luminance and details of the means of illumination also required.

Third comments – The proposals are now acceptable.

REPRESENTATIONS

N/A

ANALYSIS

In assessing applications for advertisement consent, paragraph 141 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.

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.

Given the proximity of listed buildings to the site (Hopwood Hall – Grade II* and Hopwood Hall Chapel – Grade II), the assessment of amenity should also consider

the impact on the setting of these heritage assets as well the impact on non-designated heritage assets.

The proposed adverts to the Henry West Building are considered to be acceptable. These would be sited to the east of the building and largely screened from the two listed buildings. The Conservation Officer has raised no concerns regarding the impact of these two signs on the setting of the listed buildings.

In regards their scale and design, the signs are considered proportionate to the scale of the host building and its setting. The individual lettering would be subtle form of signage that would not detract from the design of the host building. The illuminated welcome sign, by its nature, would be more visible and more prominent. However, the scale is again considered to be proportionate to the host building and its positioning, above the glazed frontage is well placed, with the sign and its means of illumination appropriate for the building and its use.

Highway Services have confirmed no objections with the proposal and there are no other public safety concerns with the signs to the Henry West Building. This section of the application is therefore considered to be acceptable.

For the Technology building, the sign to the south eastern elevation is small in scale and it sits comfortably against the existing circular "Hopwood Hall College" sign. There are considered to be no amenity of public safety concerns associated with this sign.

For the south western elevation concerns were initially raised about the scale of the proposed sign and its impact on the setting of the surrounding heritage assets. Amended plans were therefore submitted reducing the size of the signage and a Heritage Statement was submitted. This Statement identified the views towards this elevation of the Technology building as one of the key views of the site, and it also determined that the new signage would have a negative impact owing to its illumination, size and proximity to the Chapel.

The amended plans were reviewed by the Council's Conservation Officer who advised that the scale of the sign was more appropriate but that the identified harm was not outweighed by public benefit. The applicants were also recommended to reduce the level of illumination and provide additional detail on the proposed depth of the sign and its colour.

Subsequently further amended plans have been submitted. These identify that the sign would be backlit, in a warm white and with a lumen level of 200/m². The depth of the sign was also illustrated as 0.03m and the colour as RAL 7035 (light grey).

Through consultation with the Council's Conservation Officer, these additional amendments to the proposal are considered to be acceptable. The lumen level corresponds with what the Institute for Lighting Professionals recommends for rural areas and is as considered appropriate for the site. The proposed depth would also ensure that the signage does not appear overly bulky and the colour is also acceptable.

As above, the Council's Highway Officer has confirmed no objections to the proposals and there are no additional public safety concerns with the application. Therefore the above referenced signs to the Technology Building are considered to be acceptable.

The final sign detailed on the application is the applied vinyl to existing glazing. The provision of vinyl would not normally require advertisement consent, but for

completeness, this signage is considered an appropriate scale and design for the site and it is considered it would raise no undue amenity or public safety concerns.

RECOMMENDATION

APPROVE

GRANT

Standards conditions

Informative:

This consent relates to the following plans:-

Site Location Plan – Drawing no. 01000 Rev P01

Existing & Proposed Site Plan – Drawing no. 01001 Rev P02

Elevation 1 – Existing & Proposed – Drawing no. 03001 Rev P01

Elevation 3 – Existing & Proposed – Drawing no. 03003 Rev P04

Technology Centre – Proposed Section – Drawing no. 00100 – Rev P01

Report Author Rachel Carney