

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
22/00547/ADV	Chelsea Petrillo	11/01/2023

Address: 705-709 Oldham Road, Rochdale OL16 4RH

Proposal: Installation of 2 no. externally illuminated fascia signs, 1 no. internally illuminated projecting sign, 6 no. panel signs and 4 no. poster cases (retrospective)

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

RECOMMENDATION	GRANTED (SUBJECT TO CONDITIONS)
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CHECKED AND SIGNED OFF BY: AT

DATE: 13.01.2023

SITE

The application site relates to a terraced style commercial property on Oldham Road in the Balderstone and Kirkholt ward of Rochdale. The property is currently a retail unit, in use as an off- license.

The property is built up to the footway of Oldham Road at the front, west facing elevation, and there is a designated off road parking area along this section of Oldham Road to the side of the property.

PROPOSAL

Advertisement consent is sought for the installation of the following:

- ☐ Two externally illuminated fascia signs. The sign to the front elevation would measure approx. 12.2m in width and have a height of 0.7m. The sign to the north-side elevation would measure 3m in width and also 0.7m in height. Both signs would include the logo of the franchise 'One-Stop'. The fascia sign to the front elevation would also include the smaller text "working with BADGER LANE CONVENIENCE STORE". Text on both would be coloured white on a red and blue backboard. It is proposed both signs with be externally illuminated.
- ☐ One internally illuminating projecting sign. This sign would include the 'One-Stop' logo on a blue and red background.
- ☐ Six panel signs
- ☐ Four poster cases

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – July 2021

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
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RELEVANT SITE HISTORY

02/D40980 Change Of Use Of Part Of Ground Floor Of 709 Oldham Road To Form Extension To Existing Shop Premises At 705/707 And Two Storey Extension To Rear Of 705-709 Oldham Road And New Shop Front - GRANT 28.01.2003

CONSULTATION RESPONSES

A consultation letter from highways and engineering was received 11/01/23. It read the following response:

Having reviewed the submitted plans it does not appear that the proposed signage would have any detrimental impact on the surrounding highway network.

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

REPRESENTATIONS

In accordance with the Council's adopted code of practice for advertisement applications, no direct publicity was issued.

ANALYSIS

In assessing applications for advertisement consent, paragraph 136 of the NPPF establishes the quality and character of places can suffer when advertisements are poorly sited and designed and that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Relevant to the application therefore are Policies P3, which above all seeks to improve the quality of design across the borough, T2, which seeks to ensure a satisfactory standard of highway safety and DM1, which is relevant to each aforementioned policy.

In the location planned it is considered that the proposed illuminated signs, poster cases and panel signs would appear as a prominent, although acceptable addition to the shop front. A continuation of the sign would be wrapped around to the north elevation allowing it to be clearly visible from the Oldham Road public highway. This poses no concern from a highways point of view.

There are not considered to be any issues with regard to public safety or highways. Additionally, the visual appearance of the signage is considered to be compatible with the character and appearance of the host property, a local shop, and wider street scene, which has a number of other commercial premises along the full road of Oldham Road. There are no residential occupiers that would be at risk of disturbance from the illumination.

Therefore, in light of the above assessment, it is considered that the proposed advertisements would not have a negative impact on public safety or the amenities of the surrounding area. As such the application accords with P3 and DM1 of the adopted Rochdale Core Strategy and the requirements of the National Planning Policy Framework

RECOMMENDATION

Grant Subject to Conditions

Standard conditions, plus informative:

This consent relates to the following plans:

- PROPOSED SITE SIGNAGE
- FASCIA SITE SPECIFICATION
- PROJECTION SITE SPECIFICATION

