

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
24/00366/ADV	Hamish Rigg	03/07/2024

Address: Unitarian Church, Clover Street, Rochdale, OL12 6TP

Proposal: Two non-illuminated fascia signs

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	Grant STC
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CHECKED AND SIGNED OFF BY: RK

DATE:16/07/2024

SITE

The application relates to Rochdale Unitarian Church, a large semi-detached property on Clover Street in Rochdale town centre. The church is in a residential suburb, situated between the Failinge estate and College Bank Estate in a typically urban area. It faces north towards Spotland Road and the side of no. 3 Spotland Road which forms part of a terraced row of houses. It is adjoined by no. 3 Clover Street to the west - a commercial premises, and is flanked by Holland Street to the east and south.

PROPOSAL

Permission is sought for two fascia signs, one to the front on Clover Street, and one to the rear on Holland Street. Both signs would be non-illuminated, would measure approx. 4m X 0.5m, have a black background, and display in white lettering 'Clover Street Unitarians'.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

Policy P3

Policy DM1

Unitary Development Plan (UDP):

RELEVANT SITE HISTORY

None

CONSULTATION RESPONSES

None 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.

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.

The proposed signs would create no additional harm to the character of the building or the street scene as they use a subtle and modest design, and would be in keeping with nearby signage along Spotland Road and Clover Street.

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 proposed signage is not considered to be distracting or outlandish in its appearance and would include no flashing or lighting. It would therefore have no negative impact on highways safety is acceptable and in accordance with policy DM1 and the NPPF.

RECOMMENDATION

Grant (subject to conditions)

Standard 5 conditions

This permission relates to the following plans:

- Sign details (front elevation)
- Sign details (rear elevation)
- Existing and proposed elevations
- Proposed site plan
- Location plan