

APPLICATION NUMBER: 24/00435/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
24/00435/ADV	Bob Melling	31 st July 2024

Address: 24 Middleton Gardens, Middleton, M24 4DF

Proposal: Application for one internally illuminated fascia sign and 1 no projecting sign

PUBLICITY	Weekly list expired?	N/A	Site notice expired?	Y
	Neighbour letters expired?	N/A	Press Notice expired?	N/A

DELEGATION	Significant departure from local plan?	N/A	Contrary to national policy?	N/A
	Applicant a Council Member or officer?	N/A	Contrary to previous decision?	N/A
	Major with 10 or more objections and recommending approval?	N/A	Called in or Planning Panel objection?	N/A

COMMENTS	Planning Panel comments received?	N/A
	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/A

RECOMMENDATION	GRANT SUBJECT TO CONDITIONS
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CHECKED AND SIGNED OFF BY: RC

DATE: 14.8.24

SITE

The application relates to a ground floor retail unit fronting the pedestrianised area of Middleton Gardens in Middleton Town Centre. The property lies within the Middleton Town Centre Conservation Area, which is included in Historic England's Heritage at Risk register. Middleton Gardens is an attractive public space that connects the neighbouring Middleton Shopping Centre with uses, services and amenities on the eastern side of the town centre.

PROPOSAL

The application seeks advertisement consent for one internally illuminated fascia sign and an internally illuminated projecting sign.

RELEVANT PLANNING POLICY

Planning (Listed Building and Conservation Areas Act) 1990 (as amended)

Section 72 of the above Act requires that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of Conservation Areas.

National Guidance

National Planning Policy Framework (NPPF)
National Planning Practice Guidance (NPPG)

Core Strategy (CS):

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

Unitary Development Plan (UDP):

A number of policies contained within the Unitary Development Plan have been saved following the adoption of the Core Strategy. The following saved policies are relevant:

G/D/1	Defined Urban Area
BE/17	New Development Affecting Conservation Areas

RELEVANT SITE HISTORY

<u>23/01054/FUL</u>	Change of use from shop (use class E) to betting office (Sui Generis) and alteration to front elevation to create new shop front Grant STC
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CONSULTATION RESPONSES

Conservation Officer
No objections.

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 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.

The quality and character of places can suffer when advertisements are poorly sited and designed. As such, an assessment should be made as to the impacts on visual amenity and, in accordance with CS policy P3, signs should be compatible with the surrounding area and protect the character and appearance of the street scene. In addition, CS policy DM1 sets out the general development requirements and establishes that proposals should not adversely impact on highway safety.

CS policy P2 acknowledges that enhancing and protecting the Borough's unique character can lead to improvements in quality of life and can also help to boost the visitor economy and inward investment. It states that the Council will protect and enhance the Borough's character, the distinctiveness of its town centres, housing areas and countryside and the qualities of its landscape. Saved UDP policy BE/17 is also relevant to development that affects the setting of a Conservation Area.

The application site is a modern red brick building facing onto Middleton Gardens and there are existing modern fascia and projecting signs on the modern units immediately adjacent the site.

The site is currently in use as a betting shop, and the signage, which is the subject of this application, has already been installed. The application is therefore retrospective and is for new internally illuminated fascia signage and an internally illuminated projecting sign.

Within Conservation Areas, internally illuminated modern signage is often not appropriate. This is because, in many cases, the buildings in question are of particular architectural or historic interest which is not compatible with modern signage.

In this case, the building in question is modern and not of any particular architectural or historic interest. The application signage is not materially different to previous signage on the building, nor is it materially different to the signage on the adjacent units.

Therefore, it is considered that the signage has a neutral impact on the significance of the Conservation Area, as a designated heritage asset. The proposal preserves the character and appearance of the Conservation Area.

The signage is considered to complement the recently approved external renovations of the building and would appear modern and contemporary in appearance, making use of appropriate methods of illumination.

Therefore, in light of the above assessment, it is concluded that the proposed signage would result in a satisfactory standard of visual appearance with no negative impact on public safety or the amenities of the surrounding area, and no harm to the significance the Conservation Area. As such the application accords with CS policies P2, P3 and DM1, saved UDP policy BE/17 and the requirements of the NPPF.

RECOMMENDATION

Grant Subject to Standard conditions, plus informative:

This consent relates to the following plans:

- ☐ Location Plan
- ☐ Existing & Proposed Site Plan
- ☐ Signage Manufacturer Details. Drawings 1 to 4. Dated 22/04/2024
- ☐ Existing and Proposed Elevation Plan. Dwg no. 1369WP-SL. Rev 8
- ☐ Signage – Projecting Sign. Dwg no. 1369WP-24SL. Rev 1
- ☐ Wall Sign GA. Dated 28/06/2024
- ☐ Wall Sign Framework. Dated 28/06/2024
- ☐ Wall Sign Folded Panels. Dated 28/06/2024

Report Author Bob Melling