

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
23/01112/ADV	Chelsea Petrillo	15 th January 2024

Address: 112-114 Yorkshire Street, Rochdale OL16 1XN

Proposal: Application for replacement of various internally illuminated fascia signs and 1no projecting sign including ATM signage - Retrospective

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

DELEGATION	Significant departure from local plan?	NO	Contrary to national policy?	NO
	Applicant a Council Member or officer?	NO	Contrary to previous decision?	NO
	Major with 10 or more objections and recommending approval?	NO	Called in or Planning Panel objection?	NO

COMMENTS	Planning Panel comments received?	NO
	Neighbour comments received?	NO

EIA	Screening opinion completed and saved to Onbase?	N/A
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CONDITIONS	Pre-commencement conditions proposed?	NO
	Pre-commencement conditions agreed (or notification period expired)?	NO

RECOMMENDATION	REFUSE
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CHECKED AND SIGNED OFF BY: TH DATE: 18.01.2024

SITE

112-114 Yorkshire Street is a commercial retail unit at the latter half of Yorkshire Street in the Central Rochdale ward of Rochdale and Town Head Conservation Area. The application site is allocated as a primary retail unit and located on a busy commercial street with a high level of pedestrian foot flow. The unit is currently under present use as a Nationwide Building Society bank to which the shop fronts onto Yorkshire Street to the north and Penn Street to the east.

PROPOSAL

Advertisement consent is sought to update the premises and upgrade the existing fascia boards and signage to ensure the logos and lettering meets the corporate brand of the company at a national level. Consent is sought for the replacement and installation of the following to the front northern elevation;

- Replacement of 1no 600mm projecting sign
- Replacement of 1no fascia and 1no Lozenge "NATIONWIDE" logo with blue fascia sign (490mm logo height)
- Replacement of 1no ATM surround
- Replacement of safety manifestation
- Installation of "A good way to bank" window message located on all lower left corners of all windows

Consent is also sought for the replacement of the following on the side eastern elevation;

- Replacement of 1no fascia logo with blue fascia (logo omitted)
- Replace safety manifestation with new

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – July 2021

National Planning Practice Guidance (NPPG)

Adopted Rochdale 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):

BE/17	New Development Affecting Conservation Areas
G/D/1	Defined Urban Area
S/4	Secondary and Central Shopping Areas

RELEVANT SITE HISTORY

80/D10741 Change of use from shop to building society brand office
Granted May 1980

80/D11401 New shop front and internal alterations
Granted October 1980

90/D25242 Installation of automatic teller machine (ATM)
Granted January 2003

17/00640/ADV Two internally illuminated fascia signs, one internally illuminated projecting sign, non-illuminated A4 vinyl information sheets, one non-illuminated window manifestation and a new internally illuminated ATM surround

Granted August 2017

17/00641/FUL New shopfront glazing and entrance doors (front and side elevations) and installation of replacement external ATM
Granted August 2017

17/01433/FUL New shop front, glazing and entrance doors (front and side elevations), cladding and fascia panels to be replaced (resubmission of 17/00641/FUL)
Granted January 2018

17/01434/FUL Display of 2x fascia signs, 1 x projecting hanging sign and 3x window vinyl's (Resubmission of 17/00640/ADV)
Granted January 2018

CONSULTATION RESPONSES

Conservation and Design

The application site is a twentieth century end terrace property, which lies within the Town Head Conservation Area. The property is occupied by Nationwide Building Society. The existing building sits as part of a wider terrace, which has previously been identified as a non-designated heritage asset, although it appears to date from the 20th century. The existing building has some interesting architectural details and is considered to make a modest, positive contribution to the significance of the Conservation Area.

The proposal is for the replacement of signage, including internally illuminated fascia signs. These works have already been carried out. The works include various signs. These include the replacement of the fascia, projecting and ATM signs. Powers under Regulations to control advertisements may be exercised only in the interests of amenity and public safety, taking account of any material factors. The impact on heritage assets, including Conservation Areas is a material factor when considering amenity.

Additionally, Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires local planning authorities to pay special attention in the exercise of planning functions to the desirability of preserving or enhancing the character or appearance of a conservation area.

Fascia sign

The previous signage comprised a lozenge applied onto the fascia board. This fascia board had an architrave adding some visual interest to the shopfront and referencing the traditional shopfronts in the locality, such as adjacent at 116 Yorkshire Street (an identified NDHA).

The new signage has seen this fascia board replaced with aluminium sheeting, with letters embedded. There is no objection to the principle of internally illuminated lettering, which although slightly larger, is not dissimilar in appearance to the previous lozenge. However there are concerns with the replacement of the previous fascia board with the flat aluminium fascia. This new fascia lacks detail and relates poorly to the host property. It has also resulted in the signage dominating the building, whereas previously it had a more discreet and sensitive appearance, appropriate to the Conservation Area. The proposal has had a detrimental impact on the visual amenity of this building and that of the wider Conservation Area.

To address these concerns, the traditional fascia board should be reinstated with internally illuminated individual letters applied directly onto it.

Projecting sign

This is of similar proportions and means of illumination to the previous projecting signs. This element would have a neutral impact on the significance of the Conservation Area and its visual amenity.

ATM sign

The newly installed sign is of a similar appearance of the previous ATM sign. It has a neutral impact on amenity.

Conclusions

The installed fascia sign, for the reasons detailed above, has had a harmful impact on the character and appearance of the Conservation Area, contrary to S72 of the 1990 Act. Additionally, the sign has resulted in harm to the visual amenities of the building and surrounding area. As a result I am not able to support the application in its current form.

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 141 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.

When assessing the design of the proposed signage, it is considered that the replacement of the ATM and projecting sign would be of a proportionate size relative to the host building, use minimal colours, and would work well with the internal lighting referencing those already in place.

Given the scale and appearance of Yorkshire Street, and acknowledging its role as a commercial retail use with a high level of foot flow within the main town centre of Rochdale, it is considered that the much of the signage scheme would be compatible with the area and surroundings and would not appear overly dominant or lead to visual clutter. However, the replacement of the existing fascia sign to both the front and eastern elevation of the unit would see the installation of a flat aluminium fascia to which concern is raised.

There are several buildings in the vicinity of the site which are of historic value including the bank itself therefore the Council's Conservation Officer has been consulted on the scheme in which they conclude the application cannot be supported in its current form.

In the context of ongoing development, the minimal number of signs and their simple design is considered to be favoured in this context. On this basis, the replacement fascia sign would see the loss of traditional shopfront details within the locality such as the architrave which was considered to add visual interest. The overhaul of signage stemming from the addition of the flat aluminium fascia board is considered overly dominant and lacks visual details therefore not visually sympathetic to the Town Head Conservation Area.

Given this prominent town centre location, most of the signs are positioned a significant distance from any residential dwellings. In addition, the signs would not create a danger or distraction to road users or obstruct the free passage of pedestrians. The corner unit is positioned adjacent to Penn Street where the aluminium fascia sign is also present due to its wraparound nature, any alterations to the front fascia sign should also be carried onto the fascia along Penn Street.

The proposal is not considered to cause any issues with regards to public or highway safety including by way of illumination.

In view of the above assessment, the proposal is not considered to be compatible within the setting of the Town Head Conservation Area by virtue of the replacement aluminium fascia sign which is considered to have an adverse effect on the visual amenity of the unit. The front fascia sign would appear overly dominant and would see the loss of architectural detailing seen on traditional shopfronts. The application therefore fails to accord with policies DM1, P2 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework.

RECOMMENDATION

REFUSE

1. By virtue of its design and harm to the Town Head Conservation Area, the proposed fascia signage is not considered visually sympathetic to the historic value of the unit in this setting and the fascia sign is considered to appear overly dominant to the retail unit and would see the loss of architectural detailing otherwise found on traditional shopfronts. As such, the proposal does not comply with policies DM1, P2 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework.

Article 35 Statement

The proposal would not improve the economic, social and environmental conditions of the area nor does it comply with the development plan and therefore does not comprise sustainable development. There were no amendments to the scheme, or conditions which could reasonably have been imposed, which could have made the development acceptable and it was therefore not possible to approve the application.

Notes for the Applicant

For the avoidance of doubt, this consent relates to the following plans:

- Location Plan
- Block Plan / Sign Locations
- PR.00.E2 Proposed External Side Elevation
- PR.00.E1 Proposed External Front Elevation
- Window Message
- Window Message
- External ATM
- External ATM – Decals
- Sign XX – PROJECTION 600 (dated 02-08-2023)
- Sign XX – Fascia Sign – 490 LOGO (dated 02-08-2023)