APPLICATION NUMBER: 20/01131/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
20/01131/ADV	Richard Whittaker	30 October 2020

Address: Unit 4, Riverside Walk, Rochdale, OL16 1BE

Proposal: One internally illuminated fascia sign and one internally illuminated projecting sign

PUBLICITY	**Weekly list expired?**	Y	**Site notice expired?**	n/a
	Neighbour letters expired?	Y	**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

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

RECOMMENDATION	**Grant Consent**

CHECKED AND SIGNED OFF BY: EH **DATE: 30 October 2020**

Location

The application relates to Unit 4 of the Rochdale Riverside Retail and Leisure complex which is situated within the northern section of Rochdale town centre. The

leisure complex comprises of a number of glass fronted retail units which front a paved internal pedestrian walkway. These units display a range of internally lit commercial signage servicing these units.

The application unit itself is currently used as a retail branch for the stationery chain The Works and exhibits existing backlit signage comprising of yellow background with blue font located above the entrance.

With the unit facing the internal walkway the front is not visible from the highway.

Description of Proposal

The application seeks permission for the formation of 2no new signage installations, one of which would be located on the front elevation and the other would be a projected sign which would sit side-on from the front elevation at an elevated level.

The signage located to the front elevation would feature two parts. The trading sign would exhibit a height of 0.8 metres and a width of 4.0 metres and would feature blue font on a yellow background. This would sit atop a secondary slogan sign which would also display blue font on a yellow background whilst exhibiting a height of 09 metres and a width of 2.4 metres. This would be located above the entrance, 2.5 metres above ground level.

The projecting signage would exhibit a height of 0.6 metres and a width of 0.6 metres and would be located 4.3 metres above ground level. The sign would also feature blue font on a yellow background.

Both signs would incorporate internal lighting features.

Relevant History

N/A

Representations

N/A

Policy

National

National Planning Policy Framework (NPPF) February 2019
National Planning Practice Guidance (NPPG)

Local

Saved Rochdale Unitary Development Plan (UDP) 2006:

G/D/1 Defined Urban Area

Adopted Rochdale Core Strategy (CS) 2016:

The Rochdale Core Strategy was adopted on 19th October 2016. The following policies are relevant:

SO3 Improving design, image and quality of place
P3 Improving Design of New Development
DM1 General Development Requirements

Supplementary Planning Documents (SPD):

Supplementary Planning Document 'Guidelines and Standards for Residential Development' (2016).

Amendments

N/A

Assessment

Amenity: SO3, DM1, P3

In assessing applications for advertisement consent, paragraph 132 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.

When assessing the design of the proposed signage, it is noted that the signs would be of a suitable size to the front of this retail unit, use minimal colours that are in keeping with existing signage within the surrounding area.

Given the commercial nature of the location, signs are positioned a significant distance from any residential dwellings, central to the new retail development.

Given the scale and appearance of the 'Riverside' development, and acknowledging its role as a leisure use within the main town centre of Rochdale, it is considered that the signage scheme would be compatible with the area and surroundings and would not appear overly dominant or lead to clutter. Furthermore, due to the design and colours, the signs would not appear overly prominent or detract from the character of the wider area or the host building, or harm the amenity of the occupants of neighbouring buildings.

The design of the proposal is therefore acceptable and accords with policies SO3, DM1, and P3 of the adopted Rochdale Core Strategy and the NPPF.

Highways

With the additions only being visible from the pedestrianised zone within the complex and not from the highway, the proposed works would not impact road users.

It is therefore considered that the proposed works are acceptable in terms of their impact upon the surrounding highway network, in accordance with relevant policy.

Recommendation: Grant subject to standard conditions, and

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

- Combination Plan – Dated 25.09.2020

Article 35 Statement

The proposal complies with the development plan and would improve the economic, social and environmental conditions of the area. It therefore comprises sustainable development and the Local Planning Authority worked proactively to issue the decision without delay.

Report Author Richard Whittaker