APPLICATION NUMBER: 19/01338/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
19/01338/ADV	Jessica Fearon	23 April 2020

Address: 2 Yorkshire Street Rochdale OL16 1EE

Proposal: Replacement of existing ATM Sign new ATM sign

PUBLICITY	**Weekly list expired?**	Y	**Site notice expired?**	Y
	Neighbour letters expired?	Y	**Press Notice expired?**	Y

INTERESTS	**Officer dealing with planning matters / Councillor app?**	N	**Ten or more objections and recommendation to grant?**	N
	Decision maker management interest in site?	N	**Called up?**	N

COMMUTED SUMS / S106	**Commuted Sum paid / S106 completed?**	n/a
	Confirm if commuted sum / S106 for POS – copy of calculation spreadsheet on file?	n/a

HUMAN RIGHTS ACT	**Account has been taken of the Act's provisions.**
ENFORCEMENT?	

EIA	**Has a screening opinion been completed and saved to Onbase?**	n/a

RECOMMENDATION	**Grant subject to conditions**

CHECKED AND SIGNED OFF BY: AT DATE: 23.04.2020

SITE

This application relates to 2 Yorkshire Street, which is a HSBC bank branch in Rochdale Town centre. It is a two storey, grade II listed building within the Defined Urban Area. It was first listed on the 20th January 2015, for its architectural special

interest and the contribution the building makes to the architectural or historic interest of the wider group of buildings.

The building was the former Oldham Joint Stock Bank built in 1895, and replaced an earlier flannel warehouse belonging to John Leach & Sons. Surrounding land uses are predominantly commercial and community uses. The site lies within Rochdale Town Centre Conservation Area.

The Listing Text reads as follows:
*"The former Oldham Joint Stock Bank, now HSBC, 2 Yorkshire Street, Rochdale, of 1895, is listed at Grade II for the following principal reasons: * Architectural Interest: as a well-executed design in a grand, neo-classical style representative of bank architecture in being outwardly impressive and embodying a sense of reliability, confidence and security * Materials: the building is constructed of high-quality ashlar and granite to the curved main elevation embellished with fine detailing of the stonework * Interior: the banking hall retains an impressive elongated, hexagonal roof light containing high-quality leaded and stained glass in an Art Nouveau design over the banking hall * Setting: the curving composition with higher central section maximises the bank's impact in a corner location and endows it with an eye-catching street presence which make it a positive asset to the visual quality of the town centre * Group Value: the bank has a functional group value with other closely located listed banks in Rochdale town centre."*

PROPOSAL

The application seeks advertisement consent for the replacement of an existing ATM sign with a new ATM sign. The sign would is a rectangle shape above the ATM situated on the southern elevation, facing the pedestrian footway. It would have a width of 0.5m and length of 0.7m. The design features the HSBC brand name and logo, and below that text stating "Cash Withdrawals".
This sign would replace a previous sign in the same location of the applicant building.

The application has been submitted in tandem with an application for Listed Building Consent (19/01298/LBC) for the same.

AMENDMENTS

None applicable

RELEVANT PLANNING POLICY

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

Section 66 of the above Act states that in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority, or as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural of historic interest which is possesses.

National Guidance

National Planning Policy Framework (NPPF) – February 2019

The Department for Communities and Local Government published the NPPF on 27 March 2012. The NPPF sets out the Government's planning policies for England and how these are expected to be applied.

National Planning Practice Guidance (NPPG)

The government published its NPPG on 6 March 2014. This is intended to complement the NPPF and to provide a single resource for planning guidance, whilst rationalising and streamlining the material. Almost all previous planning Circulars and advice notes have been cancelled. Specific reference will be made to the NPPG or other national advice in the Analysis section of the report, where appropriate.

Adopted Rochdale Core Strategy (CS):

The Core Strategy was formally adopted by the Council on 19th October 2016 and partially replaces the 2006 Unitary Development Plan. The following policies are relevant:

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

PUBLICITY

Earliest Decision Date: 06 January 2020
Revised Expiry Date: No extension agreed

Site Notice: Listed Building Date Displayed: 12 December 2019

Press Advert: Press Ad - Listed Building Date Published: 19 December 2019
Reason: Press Ad - Listed Building

RELEVANT SITE HISTORY

18/01134/FUL – Installation of access ladders and fall projection railings to roof including repair and refurbishment of roof covering and lantern roof light area. Internal works to include the repair and refurbishment of chimney, walls and ceiling. – Withdrawn

18/01133/LBC – External works – Installation of access ladders and fall projection railings to roof including repair and refurbishment of roof covering and lantern roof light area. Internal works to include the repair and refurbishment of chimney, walls and ceiling. – Withdrawn

19/00390/FUL - Installation of access ladders and fall projection railings to roof including repair and refurbishment of roof covering and lantern roof light area. Internal works to include the repair and refurbishment of chimney, walls and ceiling. Resubmission of 18/01133/LBC – Grant Subject to conditions

19/01000/LBC – Formation of toilets on the first floor and erection of internal partitions and installation of associated services. - Grant Subject to conditions

19/01126/ADV – Two new replacement externally illuminated fascia signs, two new replacements printed signs to existing shutter boxes and one externally illuminated projecting sign (retrospective.) – Grant Subject to conditions

20/00097/LBC – Installation of 4 no. steel beams and installation of helical bars to chimney. - Grant Subject to conditions

19/00098/DOC – Submission of details to comply with conditions 3 and 4 of consent 19/00391/LBC and condition 3 of planning permission 19/00390/FUL – Request Completed.

CONSULTATION RESPONSES

Conservation Officer

Summary: There are no objections raised in relation to this application.

Significance Assessment:

2 Yorkshire Street, now the HSBC bank, is a Grade II listed building located at the heart of the Rochdale Town Centre Conservation Area. The building was erected in 1895 and is constructed in the Neo-classical style, in sandstone and pink granite.

The proposal seeks to replace the existing ATM with a like for like replacement. Given the existing inclusion of an internally illuminated sign the replacement will have a neutral impact on the designated heritage assets (NPPF, paragraph 192). As such, there are no objections raised in relation to this application.

Impact Assessment: The proposal will have a neutral impact on the designated heritage assets (NPPF, paragraph 192).

REPRESENTATIONS

No representations have been received

ANALYSIS

Heritage

The application relates to the front elevation of the Former Oldham Joint Stock Bank, now HSBC. The front elevation is a prominent feature within the main town square. The building lies within the Town Centre Conservation Area (as first designated in 1980 and later extended in 2011) and there are clear views of it from the open area and from the Town Hall. The Grade II listed Bank was built in 1895 on Yorkshire Street is recognised for its age and architectural style. It is noted that there have been alterations to the property to include the ATM machine, and signage to the front elevation.

Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) states that in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) states that in the exercise of planning functions with respect to any buildings or other land in a Conservation Area, special attention shall be paid to the desirability of preserving or enhancing the character of appearance of that area.

Policy P2 of the Core Strategy outlines that the Council will protect and enhance the borough's character and the distinctiveness of its town centres, and conserve, enhance and promote key heritage assets, both statutory and non-statutory, including consideration of their wider settings.

Advertisements are commonly found on Listed Buildings, which are often in use as commercial premises, and within Conservation Areas. Provided they are sensitively designed and sited, they can be effectively assimilated into the overall appearance of the building.

The proposal seeks to replace an existing ATM sign, as the building is used by HSBC bank. The details submitted show that the sign is flat and printed on Perspex. The existing signage is of similar design and finish and therefore this alteration is considered to have no impact on the significance of the listed building or the conservation area.

The Council's Conservation Officer has raised no objection to the proposal, stating that the proposal would have a neutral impact on the significance of this grade II listed building (NPPF, paragraph 192).

Amenity: SO3, DM1, P2, P3 and NPPF
Design

The proposal seeks to replace an existing ATM sign. The details submitted show that the sign is flat and printed on Perspex. The existing signage is of similar design and finish and therefore this alteration is considered to have no impact on visual amenity of the street scene.

Residential amenity

The signage currently in place is of similar dimensions and design. Given this and the fact that there are no residential developments directly facing the small advertisement, the display is not considered to result in a detrimental impact on residential amenity.

The proposed signage by virtue of their design, positioning and materials accords with policies P2 and P3 of the Core Strategy, the National Planning Policy Framework and Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas Act) 1990, which requires special regard to be given to the desirability of preserving Listed Buildings and protecting the character and appearance of Conservation Areas.

Public Safety: P3, T2 and NPPF

Policy P3 and Policy T2 of the Core Strategy requires all development proposals, to adhere to high standards of design and principles relating to highway safety.

The proposed signage would be positioned on a building facing out towards a pedestrianised area. It is situated above an existing ATM machine on a ramp off of the main footway. It is therefore considered to have no impact on highway safety, as it would not cause distraction to vehicles or cyclists. It is also out of the main footway and would not cause disruption to other pedestrians.

RECOMMENDATION- Grant with conditions

Standard 5 conditions

Notes for Applicant:

1. For the avoidance of doubt, this permission relates to the following drawings:-

- Location plan – Scale 1:1250
- Site plan: Dwg. No. :- 27449-457-SP

- Existing front elevations: Dwg. No. :- 27449-457-E1-EX
- Existing plans ground floor: Dwg. No.:- 27449-457-GF-EX
- Proposed front elevations: Dwg. No.: - 27449-457-E1 A

Report Author Jessica Fearon