

Officer Report

Case Reference: PL/2025/1354
Location: GLOBE INN, 218 RAMSDEN ROAD, WARDLE, ROCHDALE, OL12 9NU
Proposal: Installation of fascia signage and assorted advertisements to elevations of building
Recommendation: Approve with Conditions
Officer: Rosalind Gralton

Site Location

The site relates to Globe Inn, a Grade II listed public house in Wardle.

The application site is a public house, which now incorporates what was historically a butcher's shop. The building dates from the mid to late 18th century and is built of hammer-dressed stone with a stone slate roof, although the rear roofslope is now slated.

The application site's significance comes in part from its architecture, survival of original and historic features and its historic interest due to its early date of construction. It also holds group value with the surrounding historic buildings, which make up the fold. The building is listed at grade II for its

special architectural and historic interest. Immediately adjacent to the site, on the corner of Ramsden Road and Wardle Fold lie a group of three former weavers' cottages (grade II). These are three storeys, with distinctive runs of windows along the upper floor. Opposite the site are the grade II listed Methodist Church and former Sunday School (now used as Wardle Scout Hut). The application site and the group of buildings referred to form part of the core of the historic settlement of Wardle. Wardle was a traditional Pennines hamlet, which grew based on agriculture and the textile industry. These origins are still very much legible in the vernacular architecture, use of local stone and examples of former weavers' cottages. Despite later additions, the village core remains largely intact and is of special interest, reflected in its Conservation Area status.

Proposal

The application proposes the erection of various signs, as indicated on the proposed site plan. Each item is labelled A through to H.

A summary of what these entail are provided below:

Sign A - Fascia sign- located on the front elevation stating 'The Globe Inn'.

Sign B - Sign on side elevation showing 'The Globe Inn' logo and name.

Sign C - Poster sign on side elevation

Sign D - Chalkboard style sign, located on side elevation

Sign E - Hanging sign on rear elevation

Sign F - Chalkboard sign on rear elevation

Sign G - Floodlights on front elevation

Sign H - Copper Lanterns located on front and rear elevation

The application follows a LBC for the same advertisement and an associated FUL and LBC for other works to the property.

RELEVANT PLANNING POLICIES

National Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Regional Guidance

Places for Everyone Joint Development Plan (PfE):

JP-P1 Sustainable Places

JP-P2 Heritage

Saved Rochdale Unitary Development Plan (UDP) 2006:

G/D/1 Defined Urban Area

Adopted Rochdale Core Strategy (CS):

P1 Improving Image

P2 Protecting and Enhancing Character, Landscape and Heritage

P3 Improving design of new development

T2 Improving accessibility

DM1 General development requirements

PUBLICITY

In line with the Council's Publicity Code for Applications, no direct publicity was undertaken, and no representations have been received.

SUMMARY OF THIRD-PARTY REPRESENTATIONS

N/A

SUMMARY OF CONSULTATION RESPONSES

N/A

Analysis

Design, Impact on Heritage

All advertisements must comply statutory provisions, including the Listed Building Regulations which for the purposes of this application includes the Planning (Listed Buildings and Conservation Areas Act (1990)).

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. In assessing applications for advertisement consent, paragraph 136 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.

Paragraph 215 of the NPPF states '*Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.*'

The Council's Conservation Officer was consulted as part of the proposals. All proposed fixings to the listed buildings are shown on the proposed plans and elevations, which includes non-ferrous screws and non-ferrous bolted fixed to mortar joints. The proposed signs are designed in timber, with foamex letters or vinyl lettering, which is considered acceptable. Following amendments to the application, there are no objections to the proposed works. Flood lights are proposed and an agreed size for these are secured. The RAL colours have been secured and are considered acceptable. There are no concerns in respect of the designs of the proposed signage. It is considered the proposed signage would result in a neutral impact to the amenity of the building.

Sign A - Fascia sign- located on the front elevation stating 'The Globe Inn'.

Sign B - Sign on side elevation showing 'The Globe Inn' logo and name.

Sign C - Poster sign on side elevation

Sign D - Chalkboard style sign, located on side elevation

Sign E - Hanging sign on rear elevation

Sign F - Car park sign on rear elevation

Sign G - Floodlights on front elevation

Sign H - Copper Lanterns located on front and rear elevation

Amenity

The proposed locations for the advertisements will be visually prominent, as it is adjacent to the roundabout in the centre of Wardle and designed to attract attention from passersby, however the building, which is already in use as a public house, already displays multiple signs across the property. The proposed signs to be considered as part of this application, would largely be located in similar positions and are expected for the nature of the business. Subject to details secured via condition, the proposed advertisements are considered acceptable addition and is not considered to have a negative effect on the amenity of the surrounding area.

Public Safety

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. It is therefore considered that the proposed signage is acceptable in terms of public safety and in accordance with policy DM1 and the NPPF.

Recommendation: Approve with Conditions

Condition(s) (6)

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- 2 No advertisement shall be sited or displayed so as to –
 - endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

- obscure, or hinder the ready interpretation of, any traffic sign, railway sign or aid to navigation by water or air; or
- hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

- 3 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
- 6 The approval is for a period not exceeding five years from the date of this consent.
- 1 For the avoidance of doubt, this consent relates to the below plans:
 - Amended floodlight info
 - The Globe Rochdale CSI 233 Rev B Proposed Elevation
 - The Globe Rochdale CSI 233 K rev C
 - The Globe Rochdale CSI 233 D Rev C Amended front elevation
 - The Globe Rochdale CSI 233 E Rev C Amended side elevation
 - The Globe Rochdale CSI 233 C Rev C Amended signage and fixing details
 - The Globe Rochdale CSI 233 site plan rev C
 - The Globe Rochdale CSI 233 A rev A.