

Officer Report

Case Reference: PL/2026/0318
Location: 665 EDENFIELD ROAD, ROCHDALE, OL11 5XE
Proposal: Internally illuminated fascia sign
Recommendation: Approve with Conditions
Officer: Luke Rigby

SITE

The application site consists of the existing 'Hair of the Dog' grooming salon in Norden. The existing building is a two-storey mid-terrace building constructed of stone with a pitched roof. The ground floor is the subject of the application.

PROPOSAL

The application seeks advertisement consent for the addition of illuminated advertisements to the front elevation of the building coinciding with a Change of Use to a solicitors office (deemed lawful under PL/2026/0377).

The advertisements would consist of one horizontal board, measuring 4.25m x 0.97m on a blue background with internally illuminated lettering, and one vertical board measuring 0.588m x 1.662m with internally illuminated graphics. Both would project 0.06m from the face of the building.

The application form indicates the illumination level is unknown at this time.

RELEVANT PLANNING HISTORY

PL/2026/0377 – Application for a certificate of lawfulness for a proposed change of use from Use Class E (c)(iii) to Use Class E (c)(ii). Grant

98/D35963 – Change Of Use Of Ground Floor Premises From Car Spares And Accessories To Dog Grooming Salon And Retail Pet Accessories. Grant Subject to Conditions

81/D12871 – Change Of Use From Shop And Living Accommodation To Office And Living Accommodation. Grant Subject to Conditions

RELEVANT PLANNING POLICIES

National Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Sub-Regional Guidance

Places for Everyone Joint Development Plan (PfE)

JP-P1 Sustainable Places

Local Guidance

Saved Rochdale Unitary Development Plan (UDP) 2006:

G/D/1 Defined Urban Area

Adopted Rochdale Core Strategy (CS) 2016:

P3 Improving Design of New Development

DM1 General Development Requirements

PUBLICITY

In accordance with the Council's adopted Statement of Community Involvement, no publicity was issued for this application.

SUMMARY OF THIRD-PARTY REPRESENTATIONS

SUMMARY OF CONSULTATION RESPONSES

Highways Department

No objection

ASSESSMENT

Paragraph 141 of the NPPF states that quality and character of places can suffer when advertisements are poorly sited and designed, whilst also noting that advertisements should be subject to control for planning purposes 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.

Policy P2 of the Core Strategy acknowledges that enhancing and protecting the Borough's unique character can lead to improvements in quality of life and can also help to booster the visitor economy and inward investment. It states that the Council will protect and enhance the boroughs character, the distinctiveness of its town centres, housing areas and countryside and the qualities of its landscape

The application proposes the addition of 2No. signage boards to the front elevation of the building at ground floor; these would replace the existing boards advertising the dog grooming salon, which are white with red lettering and non-illuminating.

The addition of signage in this location is well-established, with this stretch of Edenfield Road featuring a cluster of commercial uses which have advertisements and signage of varying size and design. The replacement of the existing signage with the proposed is therefore not considered to appear significantly incongruous or out of character, and would be of similar size to the existing (with the exception of the vertical signage which would be new).

Whilst the blue background of the signage would be somewhat more prominent than the white of the existing, it would not appear significantly out of character given the varying colour schemes used to the advertisements along Edenfield Road (the neighbouring units use a mixture of black, grey and brown signage).

The signage would be internally illuminated. It is acknowledged that the surrounding units do not use internally illuminated signage, and therefore the proposed would appear irregular to some degree. This irregularity is not considered significantly detrimental to the visual character of the street scene.

Whilst no specific information regarding the proposed luminance levels has been submitted, unrestricted illumination in this location would have the potential to cause unacceptable glare and light pollution, adversely affecting the amenity of the adjacent residential dwellings.

Notwithstanding this omission, the application is considered acceptable subject to the imposition of standard conditions relating to luminance. In accordance with guidance from the Institute of Lighting Professionals, the advertisements should have a maximum luminance of 300cd/sqm. Furthermore, to safeguard the amenity of adjacent dwellings, and align with the established lawful use of the site, the illumination should be static, and restricted to the operating hours of the premises (established in application PL/2026/0377 to be 08:30 – 18:30 Monday to Saturday, and at no point on Sunday).

The Highways Department was consulted on the proposal and raises no objection. It is therefore considered that the proposal would not have a detrimental impact on the safe operation of the highway network by reason of illuminance or obstruction.

It is therefore considered that the application, subject to the imposition of the aforementioned conditions, does not materially conflict with the requirements of the adopted Places for Everyone policy JP-P1, adopted Rochdale Core Strategy policies P1, P2, P3, T2 and DM1, and the National Planning Policy Framework.

PROCEDURAL STATEMENT

Article 35 Declaration

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. No significant problems have arisen during the consideration of this application, and the application has been determined in a timely manner, in accordance with the policies with the Development Plan.

Human Rights and Public Sector Equality Duty

The provisions of the Human Rights Act 1998 have been taken into account in the processing of the application and the preparation of this report. In particular, Article 6 (1), of the European Convention on Human Rights in relation civil rights and a fair hearing; Article 8 of the ECHR in relation to the right to respect for private and family life and Article 1 Protocol 1 of the ECHR in relation to the protection of property have all been taken into account.

In addition, the Equality Act 2010 provides protection from discrimination in respect of certain protected characteristics namely: age, disability, gender reassignment, pregnancy and maternity, race, religion, or beliefs and sex and sexual orientation. It places the Local Planning Authority under a legal duty to have due regard to the advancement of equality in the exercise of its powers including planning powers. Officers have taken this into account in the assessment of the application. In particular due regard has been afforded to the need to:

- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act;
- advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; and
- foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Officers are satisfied that the application material and Officers' assessment has taken into account these issues.

The application has been considered in accordance with the Rochdale Equity, Diversity and Inclusion policy – Embracing All Voices (2024-2026), which seeks to promote a culture of equity, diversity and inclusion that benefit the community as a whole.

Recommendation: Approve with Conditions

Condition(s) (8)

- 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.
- 7 The maximum luminance of the internally illuminated advertisements hereby permitted shall not exceed 300 candelas per square metre (cd/sqm) at any time.

Reason – In the interest of visual and residential amenity in accordance with the Institute of Lighting Professionals guidance (PLG05) and Policies DM1, P2, P3 of the adopted Rochdale Core Strategy, Policy JP-P1 of the Places for Everyone Joint Development Plan, and the National Planning Policy Framework.

- 8 The advertisements hereby permitted shall only be illuminated between the hours of 08:30 and 18:30 on Monday to Saturdays. The advertisements shall not be illuminated at any time on Sundays.

Reason – In the interest of safeguarding the amenity of neighbouring dwellings and to prevent unnecessary light pollution outside of the lawful operating hours of the premises in accordance with Policy DM1 of the adopted Rochdale Core Strategy, Policy JP-P1 of the Places for Everyone Joint Development Plan and the National Planning Policy Framework.

Approval Reason(s) (1)

- 1 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.

Informatives (1)

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

- DWG No. (60)-01 (Location Plan)
- DWG No. HC-26288-(20)-01 (Existing and Proposed Elevations)
- DWG No. (60)-02 (Existing and Proposed Site Plan)
- DWG No. HC-26288-(20)-02 (Signage Details)