

Officer Report

Case Reference: PL/2026/0484
Location: Land between 473 & 475, Oldham Road,, Rochdale, OL16 4TD
Proposal: Application for various signs including 2no. internally illuminated fascia signs, 2no. non-illuminated fascia signs, 1no. internally illuminated projecting sign and 2no. non-illuminated advertisement signs
Recommendation: Approve with Conditions
Officer: Majid Mir

SITE

The application relates to the retail unit to be used as a supermarket on the land between 473 and 475 Oldham Road. The retail unit is one of two adjoining units that were granted planning permission under planning application 23/00820/FUL.

The proposed signs would be installed on the front and side elevation of the commercial unit.

The site is within the Oldham Road Local Centre and within the Defined Urban Area as defined by the UDP.

PROPOSAL

The Application proposes the installation of number of signs on the building. The advertisements will be placed on the front and side elevation of the building. There will be a total of four fascia signs, one projecting sign, three Dibond sign and four vinyl signs. The proposed advertisements are as follows:

Sign 1 - New non-illuminated box fascia in Aluminium, powder coated Blue RAL 5005,

30% Gloss with Brown Arizona Oak woodtex strip to base. Store Address and Est. year vinyl lettering applied to new fascia. Dimensions: 6.34m (W), 0.93m (H), 0.125m (D).

Sign 2 - New Box fascia in Aluminium powder coated white RAL 9010. Internally illuminated Acrylic letters with 'Tesco' in opal 030 Avery 4509 Red 431, and Express & blips in Opal 030-Avery 5600 LD/082A blue acrylic letters. Dimensions: 4.22m (W), 0.93m (H), 0.125m (D).
Illumination: Internally illuminated, static and illuminance level of 350 cd/m2.

Sign 3 - New non-illuminated box fascia in Aluminium, powder coated Blue RAL 5005, 30% Gloss with Brown Arizona Oak woodtex strip to base. Dimensions: 1.55m (W), 0.93m (H), 0.125m (D).

Sign 4 - New Box fascia in aluminium powder coated white RAL 9010. Internally illuminated acrylic letters with 'Tesco' in opal 030 Avery 4509 Red 431, and Express & blips in Opal 030-Avery 5600 LD/082A blue acrylic letters. Dimensions: 4m (W), 0.93m (H), 0.125m (D). Illumination: Internally illuminated, static and illuminance level of 350 cd/m2.

Sign 5 - New Projecting Sign in aluminum powder coated white RAL 9010. Internal

illumination to acrylic letters only. Tesco in Opal 030 Avery 4509 Red 431, and Express & blips in Opal 030-Avery 5600 LD/082A blue, translucent acrylic letters applied to face. Sides, top and bottom to be blue as per fascia. Dimensions: 0.8m (W), 0.65m (H), 0.125m (D) and projection of 0.8m. Illumination: Internally illuminated, static and illuminance level of 350 cd/m2.

Sign 6 - 5mm dibond panel to be wrapped surrounding ATM to be proposed. Colour - Pantone 293C, with print as per artwork. White spots on blue for vinyl panel. Blue header panel with white text to read 'ATM'. Dimensions: 1.01m (W), 2.26m (H).

Sign 7 - Store Directory, glazing vinyl to be applied internally. Blue Ref : TRU 35-A7. Dimensions: 0.8m (W), 1.7m (H).

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Development Plan

Planning decisions should be made in accordance with the development plan unless material considerations indicate otherwise and the NPPF does not change the statutory status of the development plan as the starting point for decision making.

The development plan for the proposal consists of the Places for Everyone (PfE) Joint Development Plan, Rochdale Core Strategy (CS), adopted 2016, saved Unitary Development Plan (UDP) policies, and the Greater Manchester Joint Minerals Plan April 2013. The Council also has an adopted series of Supplementary Planning Documents and Supplementary Guidance Notes, which are other material considerations.

Places for Everyone Joint Development Plan (PfE)

Sustainable and Resilient Places

JP-S1 Sustainable Development

Rochdale Core Strategy (CS)

SO3 Improving design, image and quality of place

P1 Improving Image

P2 Protecting and enhancing character, landscape and heritage

P3 Improving Design of New Development

SO5 Improving accessibility and delivering sustainable transport

T2 Improving accessibility

DM1 General Development Requirements

Rochdale Unitary Development Plan (UDP)

G/D/1 Defined Urban Area

G/S/1 Hierarchy and Role of Centres

S/6 District Centre, Local Centres and Linear Commercial Areas

RELEVANT SITE HISTORY

22/00947/FUL - Erection of two commercial units (Class E) including associated access, plant area, car/cycle parking and landscaping. Decision: Withdrawn.

23/00820/FUL - Erection of two commercial units (Class E) including associated access, plant area, car/cycle parking and landscaping - Re-submission of 22/00947/FUL. Grant subject to conditions.

25/00725/DOC - Submission of details to comply with conditions 6 (cmp), 7 (drainage) and 8 (Phase 1 Desk Study & Coal Mining Risk Assessment) on planning permission 23/00820/FUL. Decision: Request completed.

OTH/2026/0161 - Submission of details to comply with conditions 3 (materials), 4 (hard landscaping), 5 (external lighting), 9 (construction of boundaries), 12 (architectural detailing), 14 (service management plan), 16 (highways) and 17 (cycle parking facilities) on planning permission 23/00820/FUL. Decision: Under consideration.

PL/2026/0441 - Application to install one non-illuminated freestanding sign. Decision: Grant subject to conditions.

PL/2026/0471 - Installation of ATM machine and externally mounted CCTV camera and quad light. Decision: Under consideration.

PL/2026/0414 - Installation of four electric vehicle charging stations and associated equipment. Decision: Grant subject to conditions.

96/D33310 - Erection Of Four Lighting Columns (Retrospective Application). Decision: Approve.

CONSULTATION RESPONSES

Highways and Engineering

No objection to advertisements. Considered to be signage and a part of a typical street scene.

REPRESENTATIONS

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

ANALYSIS

This application is made under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. 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. The NPPG also states that in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood. The visual and aural impact of proposed advertisements should be taken into account when considering the amenity of the surrounding street scene.

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 signs as proposed would be installed on a commercial unit within a Local Centre. Signages are therefore well established in the area with various types and sizes of signage visible along the Local Centre. The amendments received have substantially reduced the prevalence of signage on the building as not to overwhelm it.

The proposed fascia signs and the projecting sign are all proportionality sized and of a standard design that is visible on similar units throughout the borough and nationally. The luminance level of the signs would be 350 cd/m². The luminance level is considered to be appropriate for this site and area. The proposed signs are therefore considered to be acceptable in terms of visual amenity.

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

It is therefore considered that the application 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.

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.

Reason: In the interests of public safety and amenity and in compliance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 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.

Reason: In the interests of public safety and amenity and in compliance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 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.

Reason: In the interests of public safety and amenity and in compliance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 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.

Reason: In the interests of public safety and amenity and in compliance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 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.

Reason: In the interests of public safety and amenity and in compliance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The approval is for a period not exceeding five years from the date of this consent.

Reason: In the interests of public safety and amenity and in compliance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- 7 The maximum luminance of the internally illuminated advertisements hereby permitted shall not exceed 350 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 Unless first agreed in writing by the Local Planning Authority, the advertisements hereby permitted shall only be illuminated between 06:00 hours and 23:00 hours from Monday to Sunday (inclusive of bank holidays).

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.

This decision relates to the following plans and documents:

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- Location Plan. Drawing number: 01_4441_01A
- General arrangement. Illuminated projecting sign. Drawing number: Projecting+Sign-
Page 1/1
- Fascia details. Illuminated fascia. Drawing number: Fascia V2.1. Page 1 of 2
- Fascia details-2. Illuminated fascia. Drawing number: Fascia V2.1. Page 1 of 2
- Sections & details. Illuminated fascia. Drawing number: Fascia V2.2. Pages 2 of 2

- Existing elevations_ADV. Drawing number: 03_4441_03A
- Existing plan_ADV. Drawing number: 02_4441_02B
- Existing site plan_ADV. Drawing number: 02_4441_02A
- Proposed elevations_ADV. Drawing number: 03_4441_03B_R2. Received by email on 07/08/2026
- Proposed plan_ADV. Drawing number: 02_4441_02C_R2. Received by email on 07/08/2026
- Application Form