

Officer Report

Case Reference: PL/2026/0376
Location: The Lucky Duck, 1 The Butts, Rochdale, OL16 1ES
Proposal: Erection of 2 no. illuminated fascia signs to front and side elevations
Recommendation: Approve with Conditions
Officer: Anna Hayes

SITE

The application relates to the Lucky Duck bar at 1 The Butts in Rochdale town centre conservation area. The building has a prominent corner plot position and forms part of the Regal Moon public house building, which was formerly the Regal Cinema from 1938, and comprises a prominent non-designated heritage asset.

The building has a traditional style shop front and current signage on the building comprises of a black temporary banner which reads "THE LUCKY DUCK BEER EMPORIUM".

The site is situated within the heart of the conservation area overlooking South Parade, north of the river Roch. Commercial units primarily surround the site including the former Royds Bank (Grade II listed) to the west, the former Wellington Hotel now Moody Blue (Grade II listed) to the southeast, the Former Union Bank of Manchester at 5 South Parade to the south (Grade II listed) with the Former Oldham Joint Stock Bank, now HSBC to the west (Grade II listed).

PROPOSAL

Advertisement consent is sought for the installation of replacement signage to the shop front comprising a new external fascia sign to the south and west elevations, with a branded emblem/logo to the corner aspect. The advertisement would comprise of a painted plywood fascia sign in black with the text 'THE LUCKY DUCK' in the colour yellow written upon it. Two slimline trough lights would be situated above to both elevations of the shop front.

The fascia sign would measure 900mm (height) and extend to the width of the shop front window.

Full details of the signage are shown on the submitted plans and documents:

- PL.26023.001 revision C (Existing and proposed plans and elevations) received 11.09.2026

- Application form signed and dated 27.04.2026
- Site Location plan dated 27.04.2026
- Block/Site Plan dated 27.04.2026

Additional notes: During the course of the application, the plans were revised and the proposed internally illuminated signage was replaced with a black painted plywood fascia with reduced text size and 2no. slim line trough lights for illumination. The application is therefore assessed on the basis of the revised plans detailed above.

RELEVANT PLANNING POLICY AND LEGISLATION

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 or historic interest which it possesses.

Section 72 of the above Act states that 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 or appearance of that area. Section 66 of the 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 or historic interest which it possesses.

Planning (Control of Advertisements) (England) Regulations 2007

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) (2024)

Sustainable and Resilient Places

JP-S1 Sustainable Development

JP-P2 Heritage

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

T2 Improving accessibility

DM1 General development requirements

Unitary Development Plan (UDP):

G/D/1 Defined Urban Area

G/S/1 Town Centre

BE/17 New Development Affecting Conservation Areas

RELEVANT SITE HISTORY

17/01034/FUL - Reconfiguration and change of use from Class A1 to Class A4 of corner retail unit to integrate with existing public house including changes to front and side shopfront elevations and internal alterations, together with alterations to beer garden and bin storage including removal of condenser yard/ bin store, re-positioned garden entrances and installation of new balustrade, fixed seating booths, smoking shelter and festoon lighting – Approved with conditions 02.10.2018

18/00545/USE2YR - Change of use from hairdressers (A1) to coffee shop (A3) – Advice issued

19/00090/DOC - Submission of details to comply with conditions 4 and 5 of planning permission 17/01034/FUL – Request Completed

CONSULTATION RESPONSES

Highways and Engineering

Confirms no objections to the proposal.

REPRESENTATIONS

A site notice was displayed on 19th June 2026, and the application was advertised in the press 29th May 2026. No comments were received.

ANALYSIS

This application is made under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 ("the Regulations"). Regulation 3 of the Regulations requires that Local Planning Authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

Amenity

As set out in National Planning Practice Guidance, the impact of the proposed advertisement on amenity is assessed having regard to the character of the locality and the effect of the advertisement on visual and, where relevant, aural amenity, including its scale, design, siting and relationship with the surrounding area.

Rochdale Core Strategy policies P3 and DM1 simultaneously require high standards of design to all proposals which take the opportunity to enhance the quality of the area whilst being compatible with surrounding uses. This is reflected in NPPF policy DP3 which requires proposals to respond to their context (the history, character and features of their site and its setting), so that they integrate with and enhance their surroundings.

Core Strategy Policy P2 seeks to conserve, enhance and promote key heritage assets, both statutory and non-statutory, including consideration of their wider settings. Saved UDP Policy BE/17 supports proposals that preserve or enhance the character or appearance of a conservation area.

NPPF policy HE6 states that when considering the potential effect of a development proposal on the significance of a designated heritage asset, substantial weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential effect amounts to a positive effect, harm, substantial harm, or total loss of its significance. Policy HE6 makes clear that development proposals which would have a positive effect on a designated heritage asset should be supported.

NPPF Policy HE7 similarly confirms that development proposals which would have a positive effect on a non-designated heritage asset should be supported. Otherwise, where a development proposal would harm the significance of a non-designated heritage asset, this should be weighed against the benefits of the proposal and a balanced judgement made, having regard to the scale of any harm or loss and the significance of the non-designated heritage asset.

NPPF Policy HE9(3) states that proposals which conserve those elements of a conservation area that make a positive contribution to the area (or which better reveal its significance) should be supported.

In accordance with NPPF policy HE5, the application is supported by a heritage statement.

The proposal seeks to replace an existing temporary banner sign with a new painted plywood fascia sign with 'The Lucky Duck' lettering illuminated under two new slim-line trough lights. The proposed signage would sit neatly within the parameters of the existing fascia board above the shop front window and would curve around the corner of the building, respecting the form and design of the building. The replacement advertisement would have a more permanent appearance forming an integral part of the frontage and so is considered an enhancement when compared with the existing temporary banner sign. Overall, following design amendments, the proposed advertisement is appropriately sited and would not be visually intrusive. The proposal would enhance the appearance of the non-designated heritage asset and character and appearance of the conservation area, therefore is supported in accordance with NPPF policy HE6, HE7, and HE9, Core Strategy policies P2, P3 and DM1, and saved UDP policy BE/17.

Public Safety and Highways

The proposals have been reviewed by the Council's highways officers who have confirmed no objection. The proposed signage would be appropriately located upon the existing shop front fascia and would not cause danger to road users through its siting, appearance, or illumination. Overall, the proposal would have a neutral impact on public safety and does not conflict with the requirements of adopted Rochdale Core Strategy policies P1, P2, P3, T2 and DM1, and the National Planning Policy Framework.

Recommendation: Approve with Conditions

Condition(s) (5)

- 1 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.

- 2 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.

- 3 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.

- 4 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.

- 5 No advertisement shall be sited or displayed so as to –

- a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- c) 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.

Notes for Applicant:

- 1 For the avoidance of doubt this consent relates to the following plans and documents:
- PL.26023.001 revision C (Existing and proposed plans and elevations) received 11.09.2026
 - Application form signed and dated 27.04.2026
 - Site Location plan dated 27.04.2026
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