

Officer Report

Case Reference: PL/2026/0709
Location: 565 BURY ROAD, ROCHDALE, OL11 4DQ
Proposal: One internally illuminated projecting sign and vinyl graphic (retrospective)
Recommendation: Approve with Conditions
Officer: Luke Rigby

SITE

The application relates to a convenience store located to the south of Bury Road in a residential/commercial mixed use area of Rochdale.

PROPOSAL

The application seeks retrospective advertisement consent for the addition of internal and external advertisements to the existing shop and was submitted in tandem with a retrospective application for alterations to the existing shopfront and siting of a parcel locker, PL/2026/0676, which was recently granted permission.

Advertisement consent is sought for the following advertisements:

- Vinyl Film to the front of the shop windows, measuring 1.544m in height, 3.24m in width, and 0.67m from the base of the advertisement to the ground
- 1No. hanging sign measuring 0.51m in height, 0.7m in width and 0.12m in depth, at a point 4.055m from the ground. Internally illuminated at 300cdsqm with white powder coated aluminum casing, opal acrylic faces and non-translucent vinyl graphics.

RELEVANT PLANNING HISTORY

PL/2026/0676 – Shopfront alterations comprising a roller shutter, external cladding and parcel locker (retrospective). Approve 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

Legislation

Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

PUBLICITY

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

SUMMARY OF THIRD-PARTY REPRESENTATIONS

None received.

SUMMARY OF CONSULTATION RESPONSES

None received.

ASSESSMENT

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 immediate site context is a mixture of commercial and residential, however the application site forms a cluster of commercial units. As such, the advertisements are not considered to appear significantly out of character or incongruous; one would expect to see advertisements

of this nature in this location and there are several advertisements of varying size, style and character in use already on other units.

Vinyl detailing is proposed to the front elevation of the shop, incorporating a range of graphics, lettering and branding. Whilst the extensive coverage of the glazing is not considered to represent the highest standard of design and, in isolation, is considered to add limited positive value to the appearance of the building or the wider streetscene, the works are confined to the commercial frontage of the unit and would be viewed the context of a streetscene characterised by a variety of commercial signage, advertisements and shopfront treatments. The vinyl would not obscure any architectural features of merit, nor would they appear unduly dominant or visually intrusive within the wider context. On balance, whilst the proposal offers limited betterment to the visual quality of the area, the degree of harm identified is not considered significant and is insufficient to warrant refusal in this instance and to substantiate at any future appeal.

The proposed hanging sign would be internally illuminated at 300cdsqm. At table 10.4, the ILP Guidance PL05 gives guidance on maximum recommended luminance during the night. The application site is located within a suburban area which is well inhabited. Officers therefore consider that the zone would be E3. Table 10.4 therefore recommends a maximum luminance level of 300cdsqm during the night. The proposal would be in accordance with this guidance and it is therefore not considered that the advertisements would be significantly detrimental to amenity or to design by virtue of light pollution. It is recommended that this is secured by way of condition.

Furthermore, it is acknowledged in any case that the application site is sited next to commercial units (including adjacent) and therefore it is not considered that the light from the unit would be detrimental to the amenity of neighbours during darker hours; Officers therefore do not consider it necessary to condition the hours of illumination.

Given the relatively small scale of the advertisements, it is not considered that the advertisements would have a detrimental impact on highway safety nor that further consideration in relation to highways is necessary.

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 provisions of the National Planning Policy Framework insofar as they are material to visual amenity and highway safety.

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 During the hours of darkness the luminance of the advertisements hereby permitted shall be no greater than the recommended maximum nighttime luminance value set out for Environmental Zone 3 in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05/23) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/sqm.

Reason – In the interests of amenity and public safety.

8 In daylight hours, the luminance of the advertisements hereby permitted shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05/23) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/sqm.

Reason – In the interests of amenity and public safety.

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

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- Application Form

- DWG No. PP-15081825v1 (Location Plan)
- DWG Nos. 3 - 7 (Proposed Elevations)