

## Officer Report

**Case Reference:** PL/2026/0656  
**Location:** Unit 3, Mellor Street, Rochdale, OL12 6XD  
**Proposal:** One internally illuminated fascia sign, one non-illuminated totem sign and one non-illuminated wall sign  
**Recommendation:** Approve with Conditions  
**Officer:** Majid Mir

### SITE

The application relates to the retail unit 3 within a retail park located off Mellor Street. The units face southeast towards the car park of the retail park. The retail park consists of three units, of which two are presently occupied. The application unit is presently unoccupied with the other two units occupied by Aldi and Subways. The application unit is located to the north of the retail park with the two adjoining units sited to the southwest of it.

Access to the retail is via Mellor Street and is located to the south of the retail park. To the southwest, and on the opposite side of Mellor Street, is a row of terrace properties. The properties are two storey and used as dwellings. The front of the dwellings face northeast and directly towards the retail park. The application unit is set the furthest away from the residential properties. The totem sign is located to the south of the retail park and by the access to the site.

The proposed signs would be installed on the front elevation and the totem sign would be located on the existing totem sign structure.

The site is within the Defined Urban Area and a Mixed Employment Zone as defined by the UDP.

### PROPOSAL

The Application proposes the installation of:

- One internally illuminated fascia sign will be a rectangular shape with a height of 1.02m and width of 3.61m. The proposed fascia sign will have a depth of 0.13m. The sign will have the company name 'Zambrero' in cream and will have a green background. The application proposes an illuminance level of 450 cd/m<sup>2</sup>.
- One non-illuminated wall sign in a circular form and an overall diameter of 1.5m. The depth of the proposed sign will be 0.05m. Sign will have the strap line 'feel good mex' in cream, and a green background with a cream band around the edge.
- One non-illuminated totem sign installed on existing totem sign structure. The sign will be a rectangular shape, with the company name 'Zambrero' in cream and green background. The proposed sign will be installed under the signs for the other two retail units and above the sign with the opening times on it.

## **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)

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

EC/3 – Mixed Employment Zones

## **RELEVANT SITE HISTORY**

There are multiple applications relating to the retail park, including the neighbouring units. The application(s) below relating specifically to the application unit:

06/A5480 - 3 Internally Illuminated Wall Mounted Signs And 4 Non-Illuminated Wall Mounted Signs. Decision: Withdrawn.

## **CONSULTATION RESPONSES**

### Highways and Engineering

We have no objection to this development which is unlikely to impact upon the highway.

## **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. Regulation 3 requires the local planning authority to 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. The NPPG also states that advertisements are controlled with reference to their effect on amenity and public safety only. The NPPG adds 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

There are residential properties on the opposite side of Mellor Street that face directly towards the retail park, The unit is located to north, and therefore the neighbouring two units are sited closer to the residential properties than the application property. The totem sign structure upon which the proposed totem sign would be installed is set closer to the residential properties.

However, it is noted that the signs as proposed would be installed within a retail park, with two installed on a retail unit and the other sign installed on an existing totem sign structure that already has signs for the neighbouring units attached to it. There are historic images that show a fascia sign, a wall sign and totem sign in the same position as those proposed. Additionally, the

application property is also located within a mixed employment zone as identified by policy EC/3 of the UDP.

As such, the signages are therefore well established on the building, totem sign structure and on the neighbouring commercial properties.

The application proposes one non-illuminated totem sign and one non-illuminated wall sign. The design of these two signs are of a standard design that is similar to those found on the neighbouring units and is already located on the totem sign structure, and therefore are considered to be appropriate for the unit and the surrounding area. As such, it is considered that the proposed signs are acceptable

In regard to the fascia sign, the application proposes to that the sign will be internally illuminated with an illuminance level of 450 cd/m<sup>2</sup>. The illuminance level is considered to be appropriate for this site and area. The overall design of the proposed fascia sign would not be dissimilar to that was on the unit previously and not too dissimilar to those found on the neighbouring units.

The proposed signs are therefore considered to be acceptable in terms of visual amenity.

In regard to public and highway safety, the highways department concluded that the proposal is unlikely to impact upon the highway and therefore raised no objection to the proposal. Noting that the site is located within a retail park, the signage is established within the site and the application proposes to internally illuminate one fascia sign, the proposal is therefore 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) (7)**

- 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 advertisement hereby permitted shall not exceed 450 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.

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This decision relates to the following plans and documents:

- Location Plan. Drawing number: ZB/01991/001A
- Existing & Proposed Site Plan. Drawing number: ZB/01991/011
- Elevations – Shopfront. Drawing number: D200
- Application Form