

<b>Application Number:</b>	<b>2023/0569</b>	<b>Application Type:</b>	Advertisement Consent
<b>Proposal:</b>	Advertisement Consent: 1x vinyl sign 3x internally-illuminated fascia signs 2x internally-illuminated totem signs	<b>Location:</b>	Development Site Former Forest Mill Henrietta Street Bacup Lancashire
<b>Report of:</b>	Head of Planning and Building Control	<b>Status:</b>	For Publication
<b>Report to:</b>	Development Control Committee	<b>Date:</b>	6 <sup>th</sup> February 2024
<b>Applicant:</b>	Mr Simon Plumb Aldi Stores Ltd	<b>Determination Expiry Date:</b>	14/02/24
<b>Agent:</b>			

<b>Contact Officer:</b>	<b>Caroline Callow</b>	<b>Telephone:</b>	<b>01706 252432</b>
<b>Email:</b>	<b>planning@rossendalebc.gov.uk</b>		

<b>REASON FOR REPORTING</b>	
<b>Outside Officer Scheme of Delegation</b>	<b>No</b>
<b>Member Call-In</b> Name of Member: Reason for Call-In:	<b>Cllr Barbara Ashworth has called the application in on the grounds of the visual impact on the historical town centre</b>
<b>3 or more objections received</b>	<b>No</b>
<b>Other (please state):</b>	<b>No</b>

## 1. RECOMMENDATION

That Advertisement Consent be approved subject to the conditions set out in this report.

## 2. THE SITE

The site comprises the former Forest Mill and its area extends to 0.82ha. It is situated on Henrietta Street in Bacup. The site was cleared of all industrial buildings and is now a relatively flat parcel of land. The site is 'previously developed' or 'brownfield' in planning terms.

Adjoining the site to the east is the River Irwell. Whilst at the south-eastern corner of the site the River takes the form of an open channel, on much of the eastern boundary it is culverted, and a single storey warehouse / depot stands on top of it, which is occupied by the Council's Operations

department. Immediately north of this depot and northeast of the site is the Bacup Royal Court Theatre, a three-storey structure which fronts Rochdale Road to the east but is also accessible at a lower level from Henrietta Street. Further east of the site (beyond the depot) is a stepped pedestrian link from Henrietta Street up a relatively steep embankment to Rochdale Road.

To the south of the site is Commerce Street and, beyond that, a number of industrial properties. Market Street is located directly west of the site, which connects the site to Bacup Town Centre (in the north). The wider context is mixed, including industrial, commercial, leisure and residential land uses.

Planning permission 2020/0363 was granted for the erection of a food store with new vehicular access/egress to Henrietta Street, new internal vehicular access road, car parking, servicing area, and hard and soft landscaping; alongside road widening works to Henrietta Street.

## **2. RELEVANT PLANNING HISTORY**

2023/0523 Approval of details reserved by conditions 20 (survey of the condition of the adopted highway), 30 (surface water sustainable drainage strategy) and 31 (Flood Action Plan) pursuant to planning permission 2020/0363 – Current.

2023/0498 Approval of details reserved by condition 23 (stopping up of highway) pursuant to planning approval 2020/0363 – Approved 15.12.23.

2023/0492 Approval of details reserved by conditions 7 (materials), 11 (method statement to protect the River Irwell), 12 (avoidance of impacts on the ecological status of the River Irwell), 19 (external lighting on the rear of the building), 21 (Construction Method Statement) and 35 (surface water and pollution prevention / management), pursuant to planning approval 2020/0363. – Current.

2023/0443 Approval of details reserved by conditions 4 (site investigation / remediation) and 10 (invasive plant species) pursuant to planning approval 2020/0363. – Current.

2020/0363 Full: Erection of a foodstore with new vehicular access/egress to Henrietta Street, new internal vehicular access road, car parking, servicing area, and hard and soft landscaping; alongside road widening works to Henrietta Street – Approved 30.09.21.

2019/0327 Prior notification: demolition of all remaining single storey buildings and tower at Forest Mill. – Approved 12.08.19

## **4. PROPOSAL**

The applicant seeks advertisement consent to erect a number of advertisements including:

- \* 3 internally illuminated signs on the building measuring 2.07m by 2.47m;
- \* a non-illuminated internal vinyl sign measuring 1.24m by 1.48m; and
- \* 2 totem signs on Market Street close to the junction with Henrietta Street and at the entrance to the car park on Henrietta Street.

Following discussions, the size of the proposed totem signs has been reduced and they would be 5m high with the advertisement 1.594m by 1.979m and a smaller sign with the hours of opening measuring 0.960m by 1.594 below the name and logo.

## **5. POLICY CONTEXT**

### **National**

#### **National Planning Policy Framework**

- Section 2 Achieving sustainable development
- Section 4 Decision-making
- Section 6 Building a strong, competitive economy
- Section 12 Achieving well-designed places

### **Development Plan Policies**

#### **Rossendale Local Plan 2019-2036**

- SS Spatial Strategy
- ENV1 High Quality Development in the Borough
- R1 Retail and other town centre uses

### **Other Material Planning Considerations**

- National Planning Practice Guidance

## **6. CONSULTATION RESPONSES**

LCC Highways – No objections

RB Environmental Health – No objections

Growth Lancashire – See Visual amenity/heritage section below

## **7. REPRESENTATIONS**

To accord with the General Development Procedure Order neighbour letters were sent out to surrounding properties on 20.12.23 and a notice place on site on 05.01.24.

Cllr. Barbara Ashworth has called in the application on the grounds that the proposed advertising particularly a 6m totem pole, is going to have a profound visual impact on the historical town centre. Whilst not actually in the Article 4 Conservation area, the site butts up to it. Substantial heritage funding has been brought into Bacup and we need to maintain an appropriate image on this important gateway to the town. If this were to be approved, there will be a knock on effect for the heritage standards through the town.

No other representations have been received.

## **8. ASSESSMENT**

Paragraph 136 of the National Planning Policy Framework (NPPF) states that advertisements should be subject to control only in the interests of amenity and public safety taking into account cumulative impacts.

### **Visual Amenity/Heritage**

The proposed fascia signage would not result in visual cluttering, is considered appropriate to the context of the site and will relate directly to the supermarket. The signage is appropriately designed, is not excessive in scale, and the proposed colours and materials will not appear overly incongruous in the street scene – being fairly typical of supermarket signage.

Following negotiations the totem signs have been reduced from 6m in height to 5m and reduced in width from 2.07m to 1.594m. This is similar to the Morrison's sign also on Market Street approved in 2013 (2013/0046).

Growth Lancashire have advised that:

*The key heritage issue for the LPA to consider under the application is:*

- 1. Whether the proposal would harm the contribution made by the setting to the significance of the Bacup Conservation Area.*
- 2. Whether the proposal would harm the contribution made by the setting to the significance of the Throstle Mill which should be considered a Non Designated Heritage Asset.*

*“The issue from a heritage viewpoint is whether the proposed additional signage would harm the significance of Conservation Area.*

*In terms of size, the totem signs are similar to the Morrisons totem sign also on Market Street approved in 2013 (2013/0046). Considering the sight lines along Market Street into and out of the Conservation Area, the proposed advertisements would be seen in the context of the nearby industrial premises to the south, and Morrisons supermarket to the north rather than the nearby Bacup Conservation area and therefore would not be out of context. Similarly, the proposed signs on Henrietta Street would be seen in the context of Morrisons to the north.*

*Whilst some of the proposed signs may be seen in the same context as the south (side) elevation of the Royal Court Theatre, which lies within the CA, the views will be limited due to the physical and visual separation provided by the intervening store car park. Further to this, the principal elevation of the theatre is located on higher ground, with a boundary wall which provides adequate screening of any views to the proposal site.*

*For those signs located on the west side of the proposal site along Market Street, there is no obvious visual connection to the wider CA, which would cause any substantive harm as there is a distance of approximately 180m between the proposed Market Street sign and the Trinity Baptist Church area, which means there is no significant impact on the views into the historic section of Bacup. The Conservation Area boundary steps back from the main road for most of this distance.*

*In respect of the NDHA, as the proposed signs are located on elevations facing away from Throstle Mill, there are no views from any public vantage point, not even on the higher ground (A671), where they will be clearly viewed in the same context. Furthermore, the immediate setting to Throstle Mill has seen modernisation, such as modern sheet metal cladding. Therefore, it is my view that there will be no harm caused to the contribution made by the setting to the NDHA.*

*In my view, the signs, as designed, would not cause any discernible harm to the contribution made by the setting to the character and appearance of the Bacup Conservation Area, nor to the setting of the NDHA.”*

*In the view of Growth Lancashire “the proposal would meet that statutory test to ‘to preserve’ and would not result in any discernible harm to the contribution made by the setting to the character or appearance of the Bacup Conservation Area. In respect of the contribution made by the setting to the significance of the NDHA, I find that the proposal will not result in any harm. Therefore, no balancing*

*exercise is required as per NPPF P.202. As such, the proposal meets the objectives of Chapter 16 of the NPPF and accord with the policies of the Local Plan.”*

It is therefore considered that the proposal is acceptable in respect of visual amenity and Heritage.

## Highways

LCC Highways have advised that the advertisements will not have a significant impact on Highway Safety, capacity or amenity.

## **9. CONCLUSION**

The proposal would relate clearly to the site, would avoid harm to the character of the street scene and is acceptable in respect of its impact on the setting of the Bacup Conservation Area and Throstle Mill (a Non Designated Heritage Asset). The proposal is also acceptable in terms of highway safety and amenity.

## **10. RECOMMENDATION**

That Advertisement Consent be approved subject to the following conditions:

1. The development hereby consented to shall be carried out in accordance with the following documents and drawings, unless otherwise required by the conditions below:

Submitted Application Form signed and dated 24/08/2023

Location Plan, drawing No. 2768BOL THPW XX XX DR A 1000 submitted 20/12/23

Proposed site plan, drawing No. 2768BOL THPW XX XX DR A 1001 Rev B submitted 16/01/24

Proposed elevations drawing No. 2768BOL THPW XX XX DR A 1002 submitted 20/12/23

Signage details drawing No. 2768BOL THPW XX XX DR A 1003 submitted 20/12/23

Totem Signage drawing No. 2768BOL THPW XX XX DR A 1004 submitted 16/01/24

**Reason:** For the avoidance of doubt.

2. 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:** To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of amenity.

3. 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:** To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of public safety.

4. 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:** To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of amenity.

5. 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.

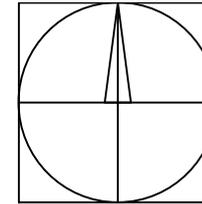
**Reason:** To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of public safety.

6. 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:** To accord with Regulation 14(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and for the purposes of amenity and public safety.

**INFORMATIVES:**

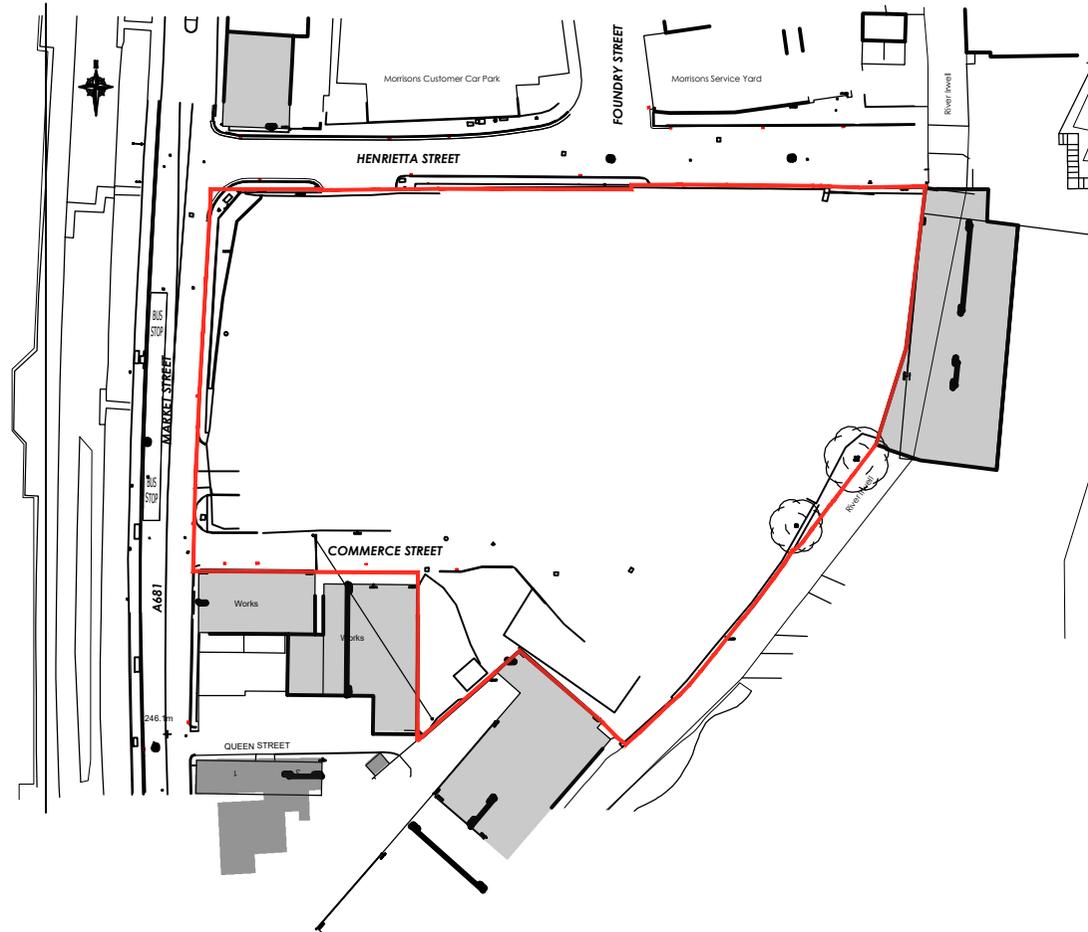
1. The proposal complies with the development plan and would improve the economic, social and environmental conditions of the area. It therefore comprises sustainable development and the Local Planning Authority worked proactively and positively to issue the decision without delay. The Local Planning Authority has therefore implemented the requirement in Paragraph 38 of the National Planning Policy Framework.



NORTH

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Rev	Date	Description	Drawn	Chk'd



**Red Line Site Boundary**  
8,206m<sup>2</sup> (2.02 Acres)

0 12.5 25 37.5 50 62.5m

SCALE 1:1250



WAKEFIELD - T. 01924 291800  
2 St John's North, Wakefield, WF1 3QA

MANCHESTER - T. 0161 2388555  
Carvers Warehouse, 77 Dale Street, Manchester, M1 2HG

MILTON KEYNES - T. 01908 211 577  
The Old Rectory, 79 High Street, Newport Pagnell, MK16 8AB

READING - T. 0118 950 7700  
101 London Road, Reading, RG1 5BY

ARCHITECTS  
www.harrispartnership.com

LONDON - T. 020 7409 1215  
10 Gees Court, St Christopher's Place, London, W1U 1JJ

Client

ALDI STORES LTD.



Project Title

PROPOSED ALDI FOODSTORE

HENRIETTA STREET  
MARKET STREET  
BACUP

Drawing Title

LOCATION PLAN

Drawn	Checked	Scale @A4	BIM Status	Date
RG	DJE	1:1250	NA	12/23

Drawing Status	Rev.	THP Project No
PLANNING - ADVERTISEMENT	-	2768BOL

Project No.	Originator	Volume	Level	Type	Role	Number
2768BOL	THPW	XX	XX	DR	A	1000



Rev.	Date	Description	Drawn	CHKD
1	10.01.24	Drawing reference updated	CMB	DJE
2	16.01.24	Drawing reference updated	CMB	DJE

HENRIETTA STREET

MARKET STREET

Sign Six: For Details See 2768BOL-1004B Totem Signage

Sign Five: For Details See 2768BOL-1004B Totem Signage

Sign One: For Details See 2768BOL-1003 Signage Details

Sign Two: For Details See 2768BOL-1003 Signage Details

Sign Three: For Details See 2768BOL-1003 Signage Details

Sign Four: For Details See 2768BOL-1003 Signage Details

BUS STOP

RIVER IRWELL

Red Line Site Boundary  
8,206m<sup>2</sup> (2.02 Acres)

0 2 4 6 8 10m  
SCALE 1:200

WAKEFIELD - T. 01924 291800  
22-26 New Street, Wakefield, WF1 1SQ

MANCHESTER - T. 0161 2388555  
Carrin Warehouse, 77-79 Old Street, Manchester, M4 1JG

MILTON KEYNES - T. 01908 211 577  
The Old Rectory, 79 High Street, Newport Pagnell, MK16 8BA

READING - T. 0118 950 7700  
101 London Road, Reading, RG1 1BT

ARCHITECTS LONDON - T. 020 7409 1215  
100 Broad Street, London, W1J 7JL

Client  
**ALDI STORES LTD.**

Project Title  
**PROPOSED ALDI FOODSTORE**

**HENRIETTA STREET  
MARKET STREET  
BACUP**

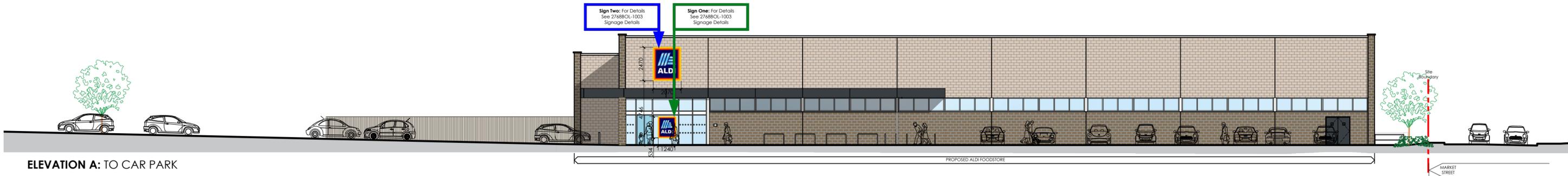
Drawing Title  
**PROPOSED SITE PLAN**

Drawn	Checked	Scale	BM Status	Date
RG	DJE	1:200	NA	12/23

Drawing Status	Rev.	THP Project No.
PLANNING - ADVERTISEMENT	B	2768BOL

Project No.	Originator	Volume	Level	Type	Rate	Number
2768BOL	THPW	XX	XX	DR	A	1001

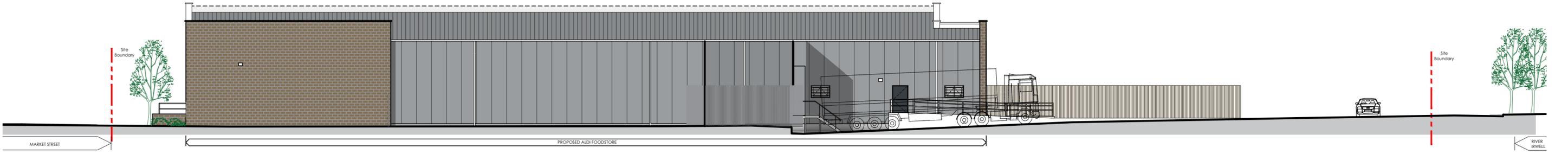
Rev	Date	Description	Drawn	Chk'd



ELEVATION A: TO CAR PARK



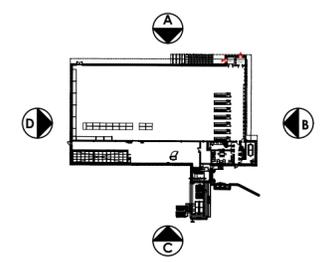
ELEVATION B: TO SERVICE YARD



ELEVATION C: TO COMMERCE STREET



ELEVATION D: TO MARKET STREET



Elevation Key: Not to Scale

**THE HARRIS PARTNERSHIP ARCHITECTS**  
 WAKEFIELD - T. 01924 291800  
 2 St John's North, Wakefield, WF1 3GA  
 MANCHESTER - T. 0161 2388555  
 Carver Warehouse, 77 Dale Street, Manchester, M1 2HG  
 MILTON KEYNES - T. 01908 211 577  
 The Old Rectory, 79 High Street Newport Pagnal, MK16 8AB  
 READING - T. 0118 950 7700  
 101 London Road, Reading, RG1 5BT  
 LONDON - T. 020 7409 1215  
 10 Gees Court, St Christopher's Place, London, W1U 1JJ  
 www.harrispartnership.com

Client  
**ALDI STORES LTD.**  
  
 Project Title  
**PROPOSED ALDI FOODSTORE**  
**HENRIETTA STREET**  
**MARKET STREET**  
**BACUP**  
 Drawing Title  
**PROPOSED ELEVATIONS**  

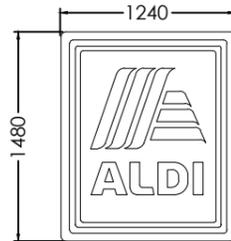
Drawn	Checked	Scale @A2	BIM Status	Date
RG	DJE	1:200	NA	12/23

Drawing Status	Rev.	THP Project No
PLANNING - ADVERTISEMENT	-	2768BOL

Project No.	Originator	Volume	Level	Type	Role	Number
2768BOL	THPW	XX	XX	DR	A	1002

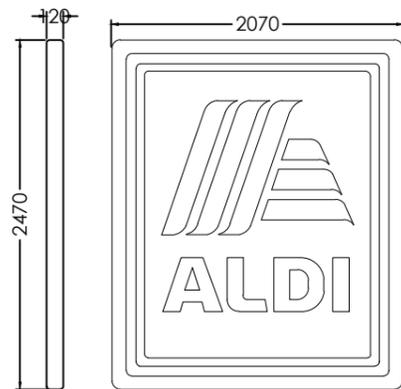
Rev	Date	Description	Drawn	Chk'd

### Sign One



Non-illuminated vinyl sign with screen-printed 5 colour foil logo adhered to glazing.

### Sign Two, Three & Four

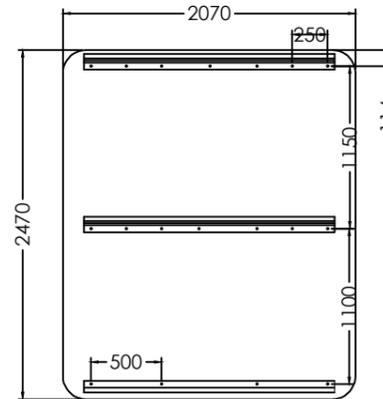


ILLUMINATED BY LED'S

(Sign projects 137mm from the building)

Single faced wall mounted sign. High quality fabricated aluminium signcase, finished RAL 7016 Anthracite Grey. Sign panel is polycarbonate with screen-printed 5 colour foil logo. Signs are fully internally illuminated by LED's.

### Fixing Details for Signage



Support Rails to be fixed to suitable steelwork on building.

Signage projects 137mm from the building.



### Signage Colours



1. YELLOW
2. ORANGE
3. RED
4. LIGHT BLUE
5. DARK BLUE
6. WHITE

### Lighting Information

PANTONE	CMYK EQUIVALENT	AVG. CANDELAS / m <sup>2</sup>	ALLOWANCE +/-
1. PANTONE 7548	0C 12M 98Y 0K	92	10%
2. PANTONE 3564	0C 61M 100Y 0K	60	12%
3. PANTONE 2035	0C 97M 100Y 3K	28	12%
4. PANTONE 281	100C 85M 5Y 36K	2.2	5%
5. PANTONE 298	67C 2M 0Y 0K	15	5%
6. WHITE		108	5%
		50.86	

**THE HARRIS PARTNERSHIP ARCHITECTS**

WAKEFIELD - T. 01924 291800  
2 St John's North, Wakefield, WF1 3GA

MANCHESTER - T. 0161 2388555  
Carvers Warehouse, 77 Dale Street, Manchester, M1 2HG

MILTON KEYNES - T. 01908 211 577  
The Old Rectory, 79 High Street, Newport Pagnell, MK16 8AB

READING - T. 0118 950 7700  
101 London Road, Reading, RG1 5BT

LONDON - T. 020 7409 1215  
10 Giles Court, St Christopher's Place, London, W1U 1JJ

Client  
**ALDI STORES LTD.**



Project Title  
**PROPOSED ALDI FOODSTORE**

**HENRIETTA STREET  
MARKET STREET  
BACUP**

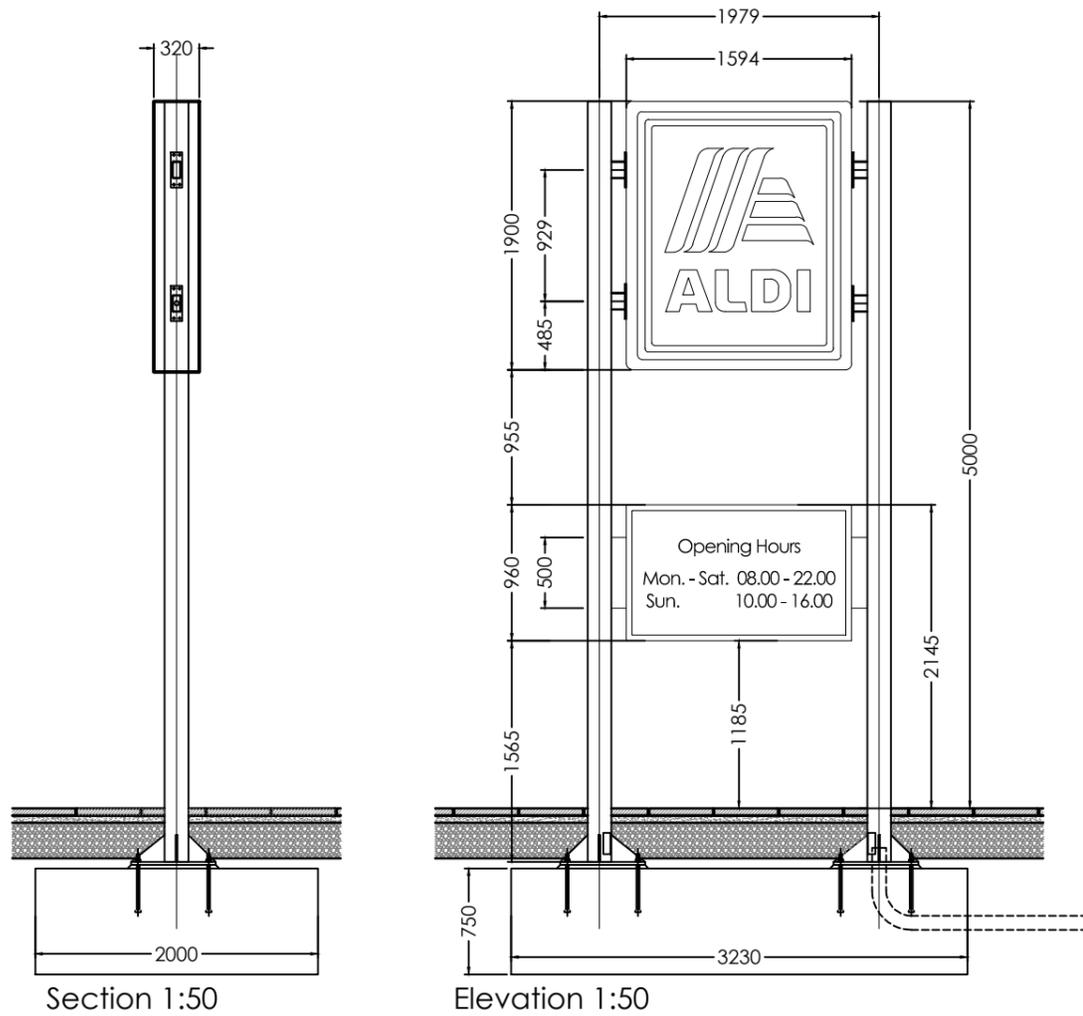
Drawing Title  
**SIGNAGE DETAILS**

Drawn	Checked	Scale @A3	BIM Status	Date
RG	DJE	1:50	NA	12/23

Drawing Status	Rev.	THP Project No
PLANNING - ADVERTISEMENT	-	2768BOL

Project No.	Originator	Volume	Level	Type	Role	Number
<b>2768BOL</b>	<b>THPW</b>	<b>XX</b>	<b>XX</b>	<b>DR</b>	<b>A</b>	<b>1003</b>

# Sign Five & Six



Signage steelwork to be to Structural Engineer's design and details and supplied by Signage Contractor

Exposed steelwork to be supplied pre-finished - Colour RAL 7016 Anthracite Grey.

2No 1900 x 1594mm illuminated signs back to back on central support box

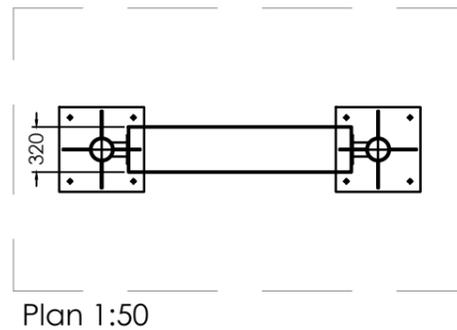
Central support 'box' to be supplied and installed by Signage Contractor to match sign exactly in size and profile and to be aluminium and finished RAL 7016 Anthracite Grey to match sign.

Lower showcase sign, internally illuminated by LEDs. Bespoke to individual store indicating opening hours

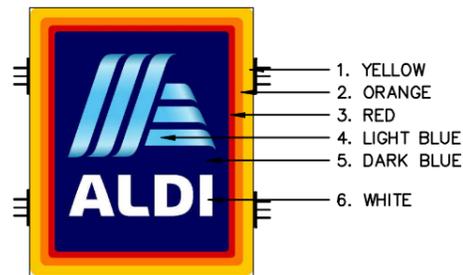
Allow for 50x75mm Ø hole adjacent to lower fixing lugs for cables

Ducting for electrical cable

Concrete base to Structural Engineer's details to incorporate cage supplied by Signage Contractor

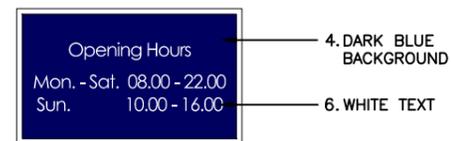


## Colours of Totem Sign



## Illuminated by LED's

Double faced totem mounted sign. High quality fabricated Aluminium signcase, finished RAL 7016 Anthracite Grey. Sign Panel is Polycarbonate with screen-printed 5 colour foil logo. Signs are fully internally illuminated by LEDs.



## Illuminated by LED's

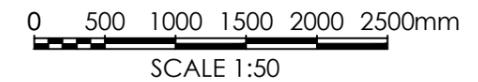
Double faced Opening Hours sign. High quality fabricated Aluminium signcase finished RAL 7016 Anthracite Grey. Sign Panel is Polycarbonate with screen-printed colour foil. Signs are fully internally illuminated by LEDs.

## Lighting Information

PANTONE	CMYK EQUIVALENT	AVG. CANDELAS / m <sup>2</sup>	ALLOWANCE +/-
1. PANTONE 7548	0C 12M 98Y 0K	92	10%
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		50.86	

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Rev	Date	Description	Drawn	Chk'd
A	10.01.24	Dimensions of sign updated in response to Case Officer comments.	CMB	DJE
B	16.01.24	Lower showcase sign repositioned to 1185mm above FFL	CMB	DJE



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Client  
**ALDI STORES LTD.**

Project Title  
**PROPOSED ALDI FOODSTORE**

**HENRIETTA STREET  
MARKET STREET  
BACUP**

Drawing Title  
**TOTEM SIGNAGE**

Drawn	Checked	Scale @A3	BIM Status	Date
RG	DJE	1:50	NA	12/23

Drawing Status	Rev.	THP Project No
PLANNING - ADVERTISEMENT	B	2768BOL

Project No.	Originator	Volume	Level	Type	Role	Number
2768BOL	THPW	XX	XX	DR	A	1004







Morrisons



Click & Collect  
Parking

Click & Collect  
Parking



MH18 LFM