

Report to Planning and Licensing Committee



Date of Meeting	5th November 2020
Portfolio	Councillor Carol Wardle, Cabinet Member for Planning, Development & Housing
Report Author	Ryan Killeen
Public/Private Document	Public

Application: 19/01086/FUL	Township: Pennines	Ward: West Littleborough
Appeal Reference: APP/P4225/D/20/3257952		Decision level: Delegated
Site Address: Lidl, Stockton Street, Littleborough, OL15 8JY		
Proposal: One stone signage wall comprising one internally illuminated fascia logo sign and 2 non-illuminated information signs		
Applicant: Lidl Great Britain Ltd		Agent: Mr Joshua Ambrus
Planning Inspectorate Decision: Appeal Dismissed – 23 October 2020		
<ul style="list-style-type: none"> – The application for a 5.5m x 3m free-standing artificial stone wall with internally lit signage was refused on 31st July 2020 as it presented an unduly prominent, incongruous, dominant and intrusive addition to the street scene that was out of keeping with the immediate setting. – The Inspector considered that the incorporation of the large and bold logo which utilised a singular large image served to emphasise the scale of the display, particularly so at times of illumination. – Although in the context of other commercial advertising, the size and bulk of the wall in its elevated siting, when taken in combination with the scale of the signage and isolated position, was considered to contrast the predominant scale of development fronting Church Street/ Featherstall Road, and would appear disproportionately large in its setting, appearing intrusive in the street scene. – The Inspector agreed with the council that the harm to the adjacent Non-Designated Heritage Assets would only have a limited discernible impact, and as such, did not warrant refusal on these grounds, but would nevertheless, add to the impact on the visual amenity of the area. – Whilst the signage would fulfil the operational requirements of the appellant as a retailer, and match the existing stone wall on site, the Inspector did not consider this to outweigh the harm identified, concluding that the proposal would not accord with Policies P2, P3 and DM1 of Rochdale Adopted Core Strategy (2016) together with Paragraph 132 of the National Planning Policy Framework. 		