

DELEGATED REPORT

Report by Jennie Townsend	Date of report: 09/07/2025	Ref: 71714/ADV
Registration: 03/04/2025	LDfC: 30/04/2025	Expiry Date: 29/05/2025
Site Visit:	Site Notice: N/A	Press Date: N/A
Objections:	Con Area: RAMS	Adv Type: N/A
Reason for Delay:		EIA: NA
N/A		Dec Level: DEL
		Stat Class: ADVT

Proposal: 1 No.non-illuminated fascia sign

Location: 62 Bridge Street, Ramsbottom, Bury, BL0 9AG

Description

The application relates to a shop premises which is located in Ramsbottom Town Centre and within the designated Ramsbottom Conservation Area. The premises are within a row of other shops and commercial businesses in a mix of different uses, and form one of the main shopping frontages in the town. Above the shops on this row are residential units, storage/office areas or uses ancillary to the businesses.

The application seeks 1 no. non-illuminated fascia sign to the shop front.

The fascia sign would span across the full length of the shop front have the name of the business centrally positioned. The sign would be 300mm deep and lettering would be on a raised block set on a white perspex backboard. The sign would be non-illuminated.

Relevant Planning History

62200 - Prior approval for proposed change of use from shop (Class A1) to cafe (Class A3)
- Prior Approval Required and Granted 23/01/2018

65723 - Change of Use from cafe (Class A3) to hot food takeaway (Class A5), to include extract flue and staircase at the rear - Approve with Conditions 08/10/2020

66313 - 1no. non-illuminated fascia sign - Refused 04/02/2021

67876 - Installation of refrigeration plant with pitched slate roof covering at rear - Approve with Conditions 23/02/2022

67877 - 1 No.non-illuminated fascia sign - Approve with Conditions 21/02/2022

71591 - Variation of condition 6 (opening times) on planning permission 65723 - new opening times of 14.00 to 00.30 - Sunday to Thursday and 14.00 to 01.00 Fridays and Saturdays. - Approve with Conditions 20/03/2025

71836 - Application to discharge conditions on planning permission 71591:

Condition 3 (soundproofing scheme), condition 4 (external stair), condition 6 (flue details), condition 7 (rear canopy)

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19/0046 - Change of use of first floor flat to business use - 01/04/2019

20/0368 - Breach of condition of planning permission 65723 - 26/04/2021

21/0013 - Illuminated neon sign to the rear of the front glazing - 22/02/2022

Publicity

N/a

Statutory/Non-Statutory Consultations

Conservation Officer - No objection

Pre-start Conditions - Not relevant

Development Plan and Policies

NPPF	National Planning Policy Framework
EN1/2	Townscape and Built Design
EN2/1	Character of Conservation Areas
EN2/2	Conservation Area Control
S1/2	Shopping in Other Town Centres
S2/2	Prime Shopping Areas and Frontages
EN1/9	Advertisements
Area	Bolton Street/Bridge Street
RM3	

Issues and Analysis

The following report includes analysis of the merits of the application against the relevant policies of both the National Planning Policy Framework (NPPF), the adopted Places for Everyone Joint Development Plan Document (PfE) and the saved policies within the adopted Bury Unitary Development Plan (UDP), together with other relevant material planning considerations.

The policies of the UDP that have been used to assess this application are considered to be in accordance with the NPPF and as such are material planning considerations. For simplicity, just the UDP and PfE Policies will be referred to in the report, unless there is a particular matter to highlight arising from the NPPF where it would otherwise be specifically mentioned.

Equality Act 2010: All planning applications are considered in light of the Equality Act 2010 and associated Public Sector Equality Duty, where the Council is required to have due regard for:

The elimination of discrimination, harassment and victimisation;

The advancement of equality of opportunity between persons who share a relevant protected characteristic and person who do not share it;

The fostering of good relations between persons who share a relevant protected characteristic and person who do not share it; which applies to people from the protected equality groups.

Human Rights: All planning applications are considered against the provisions of the Human Rights Act 1998.

Under Article 6 the applicants (and those third parties who have made representations) have the right to a fair hearing and to this end full consideration will be given to their comments.

Article 8 and Protocol 1 of the First Article confer a right to respect private and family life and a right to the protection of property, ie peaceful enjoyment of one's possessions which could include a person's home, and other land and business assets.

In taking account of the Council policy as set out in the Bury Unitary Development Plan 1997 and all material planning considerations, it is concluded on balance that the rights conferred upon the applicant/ objectors/ residents/ other interested party by Article 8 and Article 1 of the First Protocol may be interfered with, since such interference is in accordance with the law and is justified in the public interest. Any restriction of these rights posed by refusal/ approval of the application is legitimate since it is proportionate to the wider benefits of such a decision, is based upon the merits of the proposal, and falls within the margin of discretion afforded to the Council under the Town & Country Planning Acts.

The Crime and Disorder Act 1998 imposes (without prejudice to any other obligation imposed on it) a duty upon the Council to exercise its functions and have due regard to the likely effect of the exercise of its functions on, and the need to do all that it reasonably can to prevent crime and disorder in its area. In so doing and on making planning decisions

under the Town and Country Planning Acts, the material Planning considerations shall have due regard to the provisions of the Crime and Disorder Act 1998 and its implications in the exercise of its functions.

The application site is within Ramsbottom Conservation Area. The application building is not nationally listed nor is it considered to be a non-designated heritage asset (NDHA). There are listed buildings to the east of the site on the south side of Bridge Street and NDHAs opposite on the north side of Bridge Street.

The proposal is for the retention of a new sign to the shop front and which also has lighting troughs above it. The applicant states that the lighting would be removed should the application be approved.

Para 141 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed.

Para 79 of the NPPG states that local planning authority should always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.

Section 72 of The Planning (Listed Buildings and Conservation Areas) Act 1990 requires local planning authorities to give special attention to the desirability of preserving or enhancing the character or appearance of the conservation area.

Policy EN1/9 - Advertisements states that the Council will seek to control advertisements in the interests of amenity and public safety in order to enhance the quality of the Borough's environment.

EN2/1 - Character of Conservation Areas and EN2/2 - Conservation Area Control policies only support proposals where it can be demonstrated that development would preserve or enhance the special character of the area. In the case of re-use of buildings or the introduction of new uses, the impact of the proposal on the character or appearance of the area and the fabric of the building will be considered.

Amenity

The sign would span across the full length of the shop front and would generally align with the depth of the sign and fascia of the adjacent shop at No 60.

The sign would be 0.3m deep and would be fitted behind the original scrolls and pilasters and as such the heritage character of the shop front would be retained.

The sign would be similar to the scale and size of other signs within the Conservation Area and as such considered to be an acceptable addition to this shop front.

As such it is considered the proposed sign would preserve the character and appearance of the conservation area and comply with policies EN1/9, EN2/1, EN2/2 and the principles of the NPPF.

Public Safety

The sign should incorporate a minimum underside clearance of 2.4m from the adjacent footway.

The sign would be 2.7m from ground level at the shortest point and as such would not cause an obstruction or danger to pedestrians using this part of the footway or on entering the shop premises.

The sign would not be illuminated and as such not be a distraction to drivers of vehicles.

The proposal would therefore comply with Policy EN1/9.

Statement in accordance with Article 35(2) Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2015

The Local Planning Authority worked positively and proactively with the applicant to identify various solutions during the application process to ensure that the proposal comprised sustainable development and would improve the economic, social and environmental conditions of the area and would accord with the development plan. These were incorporated into the scheme and/or have been secured by planning condition. The Local Planning Authority has therefore implemented the requirement in Paragraph 38 of the National Planning Policy Framework.

Recommendation: Approve with Conditions

Conditions and Reasons:

- 1 The development hereby approved shall be implemented within 2 months of the date of this decision.

Reason - Required to be imposed pursuant to Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 This decision relates to drawings -

Location plan PM7-00

Block plan PM7-03

Existing and proposed signage SB1-01B

and the development shall not be carried out except in accordance with the drawings hereby approved.

Reason. For the avoidance of doubt and to ensure a satisfactory standard of design pursuant to the policies of the Bury Unitary Development Plan and Places for Everyone Joint Development Plan listed.

<u>Case Officer</u>	<u>Date</u>	<u>Sign off Officer</u>	<u>Date</u>
JT	9/7/25		