

Appendix 5**Application for Advertisement Consent: Proposal Factsheet**

URN: 5230

Site Name: 437 Oldham Road, Rochdale, M24 2DH

Planning Portal Reference: PP-13333593

Advertising Type	Digital
Size of Advertisement (HxWxD)	3m x 6m x 0.1m
Number of Panel	One
Max Daytime Illumination (to be adjusted based on application)	Up to 5,000 cd/sqm (Brightness will vary during daylight hours based on ambient brightness (ie brighter on a cloudless summers day than overcast winters day)
Max Night-time Illumination (to be adjusted based on application)	300cd/sqm
Notes	Brightness adjusted by a light sensor backed by a light table