

**FOR ASSISTANCE IN COMPLETING THIS FORM CONTACT**

Economy and Environment
Planning Service
Number One Riverside
Smith St
Rochdale
OL16 1XU

Phone : 01706 924305 . **EMAIL :** development.control@rochdale.gov.uk . **WEB :** www.rochdale.gov.uk

Application for Consent to Display an Advertisement(s)**Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)****Publication of applications on planning authority websites**

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)

Northing (y)

Description

The Curtain Theatre is a community run theatre that celebrated its centenary year in 2025. The building is the former Castleton Liberal Club on Milkstone Road, which has been extended to the front and rear in the past to meet requirements for fire safety and improve the back of house facilities. The original entrance door and surround on the front façade remains, but has otherwise been significantly adapted in the past to allow for an additional escape stair, leaving a large blank façade with 2 windows. The side façade, onto Dowling Street has an area of exposed original brickwork, which will be retained. There is also a series of bricked up windows, which are still legible and will remain so. There is a newer brick extension to the rear of the building.

Applicant Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Are you an agent acting on behalf of the applicant?

☐ Yes

☒ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Removal of the 3 existing signs reading 'The Curtain Theatre', and replacement with 3 new signs integrated into the facade repaint:

- New painted signage to front façade (Milkstone Road) reading 'The Curtain Theatre'
- New painted signage to rear of building, visible on approach from Dowling Street reading 'The Curtain Theatre'
- Illuminated protruding sign to side of the building (Dowling Street) reading 'The Curtain Theatre'

Removal of existing poster case to front facade, replaced by the installation of 4 x poster cases in bricked up window recesses to side of building (Dowling Street) to allow the promotion of theatre shows.

New illuminated signage above the main entrance (Milkstone Road) reading 'Welcome'

Advertisement Type:

Projecting or Hanging Sign

Height:

1.8 metres

Width:

0.9 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

4.75 metres

What is the maximum projection of the advertisement from the face of the building?:

1 metres

What is the maximum height of any of the individual letters and symbols?:

16 centimetres

What materials will the advertisement be made of?:

PPC Metal

The colour of text and background:

Lighter pink on darker pink / red background - to align with façade colour scheme.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

100 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Projecting or Hanging Sign

Height:

0.3 metres

Width:

1.8 metres

Depth:

0.05 metres

What is the height from the ground to the base of the advertisement?:

3.45 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

Metal

The colour of text and background:

White, on red / pink background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

100 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

3.6 metres

Width:

7 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

1.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

125 centimetres

What materials will the advertisement be made of?:

Paint applied to existing façade as part of wider façade repaint.

The colour of text and background:

Light pink, to subtly contrast with darker shade of pink applied to surrounding façade.

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.5 metres

Width:

1 metres

Depth:

0.02 metres

What is the height from the ground to the base of the advertisement?:

1.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

10 centimetres

What materials will the advertisement be made of?:

4 x transparent material fronted cases inset into the existing bricked up window recesses to allow the display of posters to promote upcoming shows at the Curtain Theatre, and promote their offer to the community.

The colour of text and background:

N/A - as posters will change over time.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

50 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

4.7 metres

Width:

1.3 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

2.1 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

50 centimetres

What materials will the advertisement be made of?:

Paint applied to existing façade, to align with wider paint across all facades.

The colour of text and background:

White, on a red / pink background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

100 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.8 metres

Width:

0.4 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

2.45 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

18 centimetres

What materials will the advertisement be made of?:

Paint, as part of wider façade re-painting

The colour of text and background:

Red, on pink background to coordinate with wider façade painting colour scheme

Will the advertisement be illuminated?:

Please describe each of the 'Other type(s)' of advertising proposed

Painted signage applied to existing façade, to align with wider paint across all facades.

4 x poster cases in bricked up window recesses.

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- ☐ Yes
☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- ☒ Yes
☐ No
☐ Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

Drawings showing signs to be removed:

25007-IFDO-XX-XX-DR-A-03301

25007-IFDO-XX-XX-DR-A-03302

25007-IFDO-XX-XX-DR-A-03303

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☒ Yes
☐ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

31/03/2026

To Date

31/03/2031

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes
☒ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☐ The agent
☒ The applicant
☐ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☒ Yes
☐ No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

***** REDACTED *****

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

Date (must be pre-application submission)

08/12/2025

Details of the pre-application advice received

Review of proposal ahead of submission of advertising consent application.

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☐ Yes
☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- ☒ Yes
☐ No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

☒ Yes

☐ No

If yes, please provide details of their name, role, and how they are related:

***** REDACTED *****

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Oliver Boaler

Date

16/01/2026