

Our Ref: 93456/FW/GM/24357

12th January 2026

Rochdale Metropolitan Borough Council,
Economy and Environment,
Planning Service,
Rochdale,
OL16 1XU



TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007
SITE ADDRESS: 1 KINGSWAY, ROCHDALE, OL16 5HN
PROPOSAL: REMOVAL OF EXISTING ADVERTISEMENT AND ERECTION OF DIGITAL ADVERTISEMTN DISPLAY

Dear Sir/Madam,

We have been instructed by Wildstone Estates Limited to submit an application for advertisement consent at the above site. The application seeks to remove an existing paper and paste advertisement and erect a new D48 digital advertisement display.

This proposal is part of an industry wide drive to rationalise, modernise and upgrade advertising infrastructure to meet modern requirements. In addition to converting some of the better located sites to digital, in many instances this will mean removing inappropriately located or poorly performing paper and paste displays and developing new sites in better locations. The overall strategy is to reduce the numbers of displays to deliver premium sites in the best locations, capable of supporting multiple advertising campaigns and providing a piece of digital infrastructure adaptable to a wide range of uses.

The Applicant

Wildstone Estates Limited is part of the Wildstone Group, an outdoor media infrastructure provider that owns and manages the land and equipment required for advertising. Their advertising assets are then rented to operators, who sell the advertising space to local and national companies for various advertising campaigns.

As an outdoor media infrastructure provider, Wildstone has invested in the development of hardware in the form of the "D-Poster" panel, which is a high-quality ultra-thin display that offers a high level of control over brightness and reduced energy consumption. The control mechanisms in place enable the D-Poster to mimic a traditional 48 sheet poster during the day and ensure that it is muted and at a suitable contrast to the ambient light at night time.

Content is controlled remotely in real time from a Network Operation Centre (NOC) and the sites are monitored remotely 24/7 to facilitate responsive maintenance.

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The Site

The proposal site is located at 1 Kingsway, Rochdale. The site surroundings are mixed but predominantly residential in character. The building where the proposed advertisement is situated is the former building of Kings Bingo. The proposed advertisement will be situated to face eastbound users of the Rochdale Bypass.

The site is not in a conservation area there are no listed buildings within the immediate neighbourhood of the proposed signs. The site is in a location where advertising of this type would typically be found.



Figure 1: Streetview of the subject site.

The Proposal

The proposal seeks remove an existing paper and paste advertisement from the corner elevation of the building and erect a new D48 digital advertisement display on the western elevation which will present multiple static advertisements on rotation.

The proposed panel has the same dimensions as a standard 48-sheet hoarding, measuring 6m(w) x 3m(h) x 0.25m (d) and will be positioned 6.1m above ground. The proposed new display technology is lightweight, durable, efficient and can be easily erected with minimal engineering. The quality of the image produced will mimic that of a traditional poster and paste display (**Appendix 1**).

The proposed display will meet modern requirements and will be capable of displaying 6 advertising campaigns at a time, sequencing every ten seconds (i.e. six adverts per minute).

In accordance with the categorisations set out in the Institute of Lighting Professional's (ILP) Technical Note 5 'The Brightness of Advertisements including digital displays' (2023) (BIADD), the proposal would be classified as within Environmental Zone 3 (Suburban).

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In accordance with the categorisations set out in the ILP Guide PLG 05/23, the maximum nighttime luminance of the display should be set at 300cd/m2.

Proposal Benefits

The attractiveness of digital advertising to an infrastructure provider is that it allows the advertising network to be better managed, monitored and maintained. For operators the inherent flexibility allows smarter real time campaigns and better control over sales. These factors manifest in wider public benefits as summarised below:

- Tidy and well maintained sites;
- Improvement to site and local biodiversity where the site allows;
- Uplift in business rates to spend on public services;
- Reduction in vehicle trips leading to reduced noise, air quality, and negative climate change impacts;
- Reduction in waste involved in the advertising poster production process;
- Platforms to broadcast emergency messaging;
- Ability to use void periods for public messaging and public art campaigns; and
- Opportunity to integrate additional hardware to meet Smart City objectives.

These are benefits to development that will not be achieved by maintaining the status quo.

Conditions

All advertisements are subject to the five standard conditions set out in the Regulations. The vast majority of digital advertisement consents now also operate within an established set of parameters that include controls over the level of luminance and the proposed speed and rate of change between adverts. These “industry standard” conditions have evolved over time, in order to address common concerns relating to amenity and public safety.

In addition to the five standard conditions, the proposed display shall adhere to industry and best practice conditions. The proposed display will therefore operate with a system of threshold controls, timers, and light sensors to ensure that the luminance never exceeds the Institute of Lighting Professional’s (ILP) 2023 published guidelines held within Technical Note 5 ‘The Brightness of Illuminated Advertisements including Digital Displays’ (BIADD). The BIADD document also provides model conditions for digital displays to which the proposed display would adhere. The model conditions also form the basis for the proposal’s ‘Recommended Conditions’ which are set out in **Appendix 2**.

Planning Policy

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the “Regulations”). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

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The National Planning Policy Framework 2024 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 141 of the National Planning Policy Framework (NPPF) advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a "lighter touch" than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

Local Planning Policy

The Development Plan for the area consists of Rochdale Adopted Core Strategy, adopted October 2016. The Council does not have any specific policies in relation to advertising.

Planning Considerations

The proposal seeks to remove an existing paper and paste advertisement and erect a new D48 digital advertisement display.

The proposed location is considered to be appropriate in principle for advertising and the impact of the proposal has been considered in amenity and public safety terms as follows:

Amenity

Concerning amenity, the proposal would not be detrimental in either an immediate or wider sense. It is not within a Conservation Area, attached or adjacent to a Listed building or within proximity of any local heritage assets. The mixed context of the immediate and surrounding area, and the longstanding existing advertisement (which would be removed), establishes the site as an appropriate location for large format roadside advertising.

The proposal represents an improvement in amenity, compared to the current situation where the existing 48-sheet poster advertisement wraps around the corner elevation of the building, partially obscuring an architectural feature on the corner elevation. The relocation of the advertisement to the western elevation would mean that the corner elevation stands free of advertising.

The illumination of the D-Poster is controlled by the sensors that gauge the ambient conditions which ensures that the poster does not appear overly bright. **Appendix 1** presents a side-by-side view of how a digital display appears with appropriate controls in place.

To showcase the capabilities of the digital advertisement lighting sensors, examples show the D-Poster throughout different day time conditions in **Appendix 2**. The reduction in nighttime luminance will further mitigate any potential impacts at night and ensure that the display is not dominant. In accordance with the categorisations set out in the published ILP Guide PLG 05/23, the maximum nighttime luminance of the display should be set at 300cd/m². During the night the illumination of the display will be limited as mentioned above to ensure that the difference is minimised and acceptable within this location. These controls are entirely appropriate for the immediate setting but should the local planning authority consider that a different level of illumination would be appropriate, we would be happy to discuss during the course of the application.

Thus, it is considered the proposal would not harm amenity, the qualities of the site, or the character and appearance of the wider area.

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Public Safety

When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the level of illumination and the sequential change between advertisements is controlled to prevent distraction from the driving task.

The proposal site is in an uncomplicated location which drivers should be able to navigate with ease. The cognitive demand on road users at this point is low as there are no unusual highway complexities which would require extra care to be taken. As such, drivers would be entirely capable of glancing at advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements.

Furthermore, according to crashmap.co.uk there have been no serious accidents on the approach to the site in the past 5 years indicating a safe stretch of road.

Conclusion

The proposal will be located on a mixed character area in a position where advertising of this type is commonplace. The proposed conditions to control the luminance of the screens and the operation of the digital screens will ensure that there is no adverse impact on amenity or road safety.

For these reasons and the positive benefits set out, it is considered that the application should be granted consent.

In order to complete the application, please find attached the following documentation:

- Completed application forms
- Letter Statement (this letter);
- Architectural drawings including;
 - 24357/PA/01 Site Location Plan
 - 24357/PA/02 Existing Site Plan
 - 24357/PA/03 Proposed Site Plan
 - 24357/PA/04 Existing and Proposed Elevations

Additionally, we will arrange payment to the Council to cover the cost of the Advertisement Consent application.

I trust that the above is clear, and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully
For ALDER KING LLP

FRANK WALSH

Planner

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