ROCHDALE BOROUGH COUNCIL

Town and Country Planning Act 1990 (as amended)
Town and Country Planning (Control of Advertisement) Regulations 2007 (as amended)

CONSENT TO DISPLAY ADVERTISEMENTS

APPLICATION REFERENCE: 22/00515/ADV

Name and address for correspondence:	Applicants name:
Ms Helen Hartley Russell LDP Russell LDP 13 Westpoint Enterprise Park Clarence Avenue Trafford Park M17 1QS undefined	c/o Agent

Part I - Particulars of Application

Date of Application: 14 April 2022

Proposal:	**4 non-illuminated advertisement hoardings - 2 single boards signs and 2 v-board signs**
Location:	**Land At South Heywood, Rochdale, ,**

Part II - Particulars of decision

The Rochdale Metropolitan Borough Council hereby give notice in pursuance of the above-mentioned regulations that consent has been **GRANTED** for the display of the advertisements referred to in Part I hereof in accordance with the application and plans submitted and subject to the following conditions:

Subject to the following standard conditions:

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

2. No advertisement shall be sited or displayed so as to –
   - endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
   - obscure, or hinder the ready interpretation of, any traffic sign, railway sign or aid to navigation by water or air; or
   - hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

And subject to the following additional conditions:-

1 Boards 2, 3, and 4 as specified within the Advertising Board Locations Plan (19058.MAN06-Rev C) approved under this permission shall be removed in entirety following the completion of 5 years from the date of this permission. Board 1 approved under this permission shall be removed in entirety following the completion of 2 years from the date of this permission

Reason: To protect the character of the local area in accordance with Core Strategy Policy P2 and the NPPF.

2 No structure, where the design, construction, maintenance or demolition of that structure may affect the safety of the highway, highway structure, or that of the highway user (i.e. its overall height is greater than the distance to the highway boundary), shall be constructed unless the design of that structure has been undertaken in accordance with the Design Manual for Roads & Bridges Standard CG 300 (Technical Approval of Highway Structures) and approved by a competent Technical Approval Authority to the satisfaction of the Local Planning Authority.

Reason: To ensure the continued safe operation of the Strategic Road Network.

Date Decision Issued 14 October 2022

Daniela Ripa
Interim Head of Planning Services

IMPORTANT
PLEASE ENSURE THAT YOU HAVE READ AND FULLY UNDERSTOOD THE CONTENTS OF THIS DECISION NOTICE.

YOUR ATTENTION IS DRAWN TO THE ATTACHED NOTES.

INFORMATIVE:
The Local Planning Authority's reasons for its decision are set out in the accompanying officer's report.

For the avoidance of doubt this consent relates to the following plans:

- Advertising Board Locations Plan (19058.MAN06-Rev C)
- South Heywood Commercial - Advertisement Boards v.3