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: 21/00319/ADV

Name and address for correspondence:	Applicants name:
Mr. Paul Hardy Vivid Outdoor Media Ltd Landmark House Station Road Cheadle Hulme Stockport SK8 7BS	Mr. Paul Hardy

Part I - Particulars of Application

Date of Application: 3 March 2021

Proposal:	**1 x 48-sheet digital advertisement mounted on a single tubular steel supporting structure**
Location:	**Grassland At The Junction Of Edinburgh Way, Sandbrook Way, Opposite A627m, 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.

6. The approval is for a period not exceeding five years from the date of this consent.

And subject to the following additional conditions:-

7. During the hours of darkness, the illumination level shall not exceed 300 candelas per square metre. At all other times the illumination level shall not exceed 6000 candelas per square metre.

   Reason: In order to safeguard the amenities of the area of and neighbouring residents and to safeguard the interests of public safety in accordance with policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

8. There shall be no special effects (including noise, smell, smoke, animation, flashing, scrolling, three dimensional, intermittent or video elements) of any kind during the time that any message is displayed.

   Reason: In order to safeguard the amenities of the area of and neighbouring residents and to safeguard the interests of public safety in accordance with policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

9. The advertisements displayed on the screen shall contain static and two dimensional images only with no moving or apparently moving images, devices, wording or emblems; and shall not depict any images that resemble road signs or traffic signals. In addition the displays shall not change more than once every 10 seconds, the use of message sequencing for the same product is prohibited and the advertisements shall not include features or equipment which would allow interactive messages or advertisements to be displayed.

   Reason: In order to safeguard the interests of public safety in accordance with policies T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

10. The interval between successive displays shall be instantaneous (0.1 seconds or less), the complete screen shall change and there shall be no visual effects (including fading, swiping or other animated transactions) between successive displays.

    Reason: In order to safeguard the interests of public safety in accordance with policies T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

11. The display shall at all times maintain a safety feature that will turn the screen off (i.e. shows a black screen) in the event that the display experiences a malfunction or error.

    Reason: In order to safeguard the interests of public safety in accordance with policies T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

12. The luminance level of the display shall be controlled by ambient environmental control, which automatically adjusts the brightness level of the screen to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the display is maintained at a set level.

    Reason: In order to safeguard the interests of public safety in accordance with policies T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Date Decision Issued 27 April 2021



.....
Signed on behalf of the Council

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.

INFORMATIVE:
The applicant is reminded of the need to submit and obtain formal approval of those details required by the conditions of this planning permission before development may lawfully commence on the site. The formal discharge of a planning condition is currently subject to payment of an additional fee per request: £34.00 for householder applications and £116.00 in all other cases.

INFORMATIVE:
This consent relates to the following plans:-
- RBCSWEW1 Site Plan
- RBCSWEW2 Site Plan
- RBCSSWEW3 Specification Drawings