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: 22/00644/ADV

Name and address for correspondence:	Applicants name:
Mr Tom Procter Peacock + Smith Central House 47 St. Paul's Street Leeds LS1 2TE Undefined	WM Morrison Supermarkets LTD

Part I - Particulars of Application

Date of Application: 1 June 2022

Proposal:	**Internally illuminated fascia signs**
Location:	**Wm Morrison Supermarkets Plc , Kingsway, Rochdale, OL16 4AT**

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 The illumination level of the advertisements hereby approved shall not exceed 250 cd/m.

Reason: In order to ensure a satisfactory appearance in the interests of visual amenity in accordance with policies P2, P3 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Date Decision Issued 30 June 2023

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.

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.

This consent relates to the following plans:-

Location plan. Drawing no: 053_PL_01
Proposed site plan. Drawing no: 053_PL_02
Proposed plans and elevations. Drawing no: INO_SK_01

For the avoidance of doubt, plans submitted with the proposed MOT centre do not form part of this application and have been applied for through a separate planning application (22/00643/FUL). This application only relates to the advertisements.