

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: 23/00555/ADV

Name and address for correspondence:	Applicants name:
Miss Hannah Wallis Carter Jonas 1 Chapel Place London W1G 0BG	Wildstone Estates Limited

Part I - Particulars of Application

Date of Application: 25 May 2023

Proposal:	Removal of existing billboards and replace with two internally illuminated digital display units
Location:	Land On The South Side Of Bury Street, , Heywood, OL10 3DD

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 2300-0500hrs, the screen should be switched off. Between sunrise and sunset the illumination level should not exceed 600cd/m² and between sunset and sunrise the illumination level should not exceed 300cd/m².

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

- 9 The minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed. The interval between successive advertisements shall be no greater than 1 second.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

- 10 The displays 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 road safety in accordance with policies T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

- 11 The 3no. existing poster displays shown on 'Existing and Proposed Elevations (Front Panel C and F) 14318' and 'Existing and Proposed Elevations (Front Panel A,B and E) 14318' shall be removed in full from the site before the works to install the digital poster displays hereby approved can commence.

Reason: In the interests of visual amenity.

Date Decision Issued 10 August 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:

For the avoidance of doubt, this Decision Notice relates to the following plans:

Location Plan
Existing Site Plan
Proposed Site Plan
Existing and Proposed Elevations (Front Panel C and F) 14318
Existing and Proposed Elevations (Front Panel A,B and E) 14318