

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: 25/01007/ADV

Name and address for correspondence:	Applicants name:
Mr Philip Allard Wildstone 22 Berghem Mews Blythe Road Brook Green London W14 0HN United Kingdom	- -

Part 1 - Particulars of Application

Date of Application: 30 September 2025

Proposal:	Erection of 1 no. illuminated digital advertisement display unit
Location:	Gable End, 596 Manchester Old Road, Middleton, M24 4PW

Part 2 Compliance with Conditions

It is YOUR responsibility to comply with planning conditions. The Council's Planning Enforcement Team is responsible for investigating alleged breaches of planning control. This includes ensuring that all relevant conditions have been complied with. Effective enforcement is important to:

- Tackle breaches of planning control which would otherwise have unacceptable impact on the amenity of the area
- maintain the integrity of the decision-making process;
- help ensure that public acceptance of the decision-making process is maintained.

Whilst the majority of developers/homeowners do comply with the requirements of planning permissions, there are a number who do not. Where any planning conditions are breached, the Council can take formal enforcement action without further notice. Enforcement action could include such measures as requiring remedial works, cessation of use, or complete demolition and can cause the developer/homeowner unnecessary expense, delay and frustration. In some cases, failure to comply with planning conditions can lead to the loss of the planning permission.

Part 3 - 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 maximum level of luminance of the advertisement sign hereby permitted shall not exceed the relevant thresholds contained within the Institute of Lighting Professionals guidance document 'Professional Lighting Guide 05 - the Brightness of Illuminated Advertisements' 2023, or any guidance updating or replacing it, and shall not exceed 5000 candelas per square metre between sunrise and sunset and 300 candelas per square metre between sunset and sunrise.

Reason: In the interest of the amenities of the occupiers of nearby premises and public safety, in accordance with Policies P3, T2 and DM1 of the adopted Rochdale Core Strategy, Policy JP-P1 of the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

- 8 The advertisements displayed on the digital advertising unit hereby granted consent shall:
 - o contain static and two-dimensional images only;
 - o not include moving, or apparently moving, images, devices, wording or emblems;
 - o not depict images that resemble road signs or traffic signs or traffic signals;
 - o include no additional effects (including, but not limited to audio, odours, smoke, flashing, scrolling, intermittent or video elements).
 - o not change more than once every 10 seconds;
 - o not involve message sequencing for the same product; and
 - o not include features or equipment which would allow interactive messages or advertisements to be displayed.

Reason: In the interest of the amenities of the occupiers of nearby premises and public safety, in accordance with Policies P3, T2 and DM1 of the adopted Rochdale Core Strategy, Policy JP-P1 of the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

- 9 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 the interest of the amenities of the occupiers of nearby premises and public safety, in accordance with Policies P3, T2 and DM1 of the adopted Rochdale Core Strategy, Policy JP-P1 of the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

Date Decision Issued 27 November 2025

Melanie Hale
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: [Fees for Planning Applications in England](#).

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

- Location Plan - drawing no. 2952! PA ! 01 received 30/09/2025
- Existing Site Plan - drawing no. 2952! PA ! 02 received 30/09/2025
- Proposed Site Plan - drawing no. 2952! PA ! 03 received 30/09/2025
- Existing and Proposed Elevations - drawing no. 2952! PA ! 04 received 30/09/2025