

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: 23/01191/ADV

|                                                                                 |                    |
|---------------------------------------------------------------------------------|--------------------|
| Name and address for correspondence:                                            | Applicants name:   |
| Mr Thomas Johnston<br>JCDecauxUK<br>991 Great West Road<br>Brentford<br>TW8 9DN | Mr Thomas Johnston |

### **Part I - Particulars of Application**

Date of Application: 21 November 2023

|                  |                                                                             |
|------------------|-----------------------------------------------------------------------------|
| <b>Proposal:</b> | <b>Relocation of internally illuminated double sided advertisement unit</b> |
| <b>Location:</b> | <b>Land At Manchester Road, Rochdale, OL11 3EE</b>                          |

### **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 advertisements hereby consented shall be carried out in accordance with the following approved plans:

- MUPI 2m2 Paris 2 Model. Drg no. A/47732051/ 01. Rev A
- Site Maps and Visuals. Submitted on on 30/10/2023

Reason: For the avoidance of doubt and to ensure that the advertisement is carried out in accordance the details hereby approved in accordance with P3 of the Core Strategy and the requirements of the National Planning Policy Framework.

Date Decision Issued            28 March 2024

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.