

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: 24/00513/ADV

Name and address for correspondence:	Applicants name:
- Alder King Planning Consultants Pembroke House 15 Pembroke Road Bristol BS8 3BA	Wildstone Estates Limited

Part I - Particulars of Application

Date of Application: 30 May 2024

Proposal:	Replacement of two freestanding advertising hoardings with 1 internally illuminated digital LED advertising display
Location:	Halifax Road, Rochdale, OL12 9AA,

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 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' 2014, or any guidance updating or replacing it, and shall not exceed 3000 candelas per square metre between sunrise and sunset and 300 candelas per square metre between sunset and sunrise.
- 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.
- 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.

Date Decision Issued 22 July 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.

This permission relates to the following plans:

- Existing and proposed front elevations: 1667/PA/05
- Site location plan: 1667/PA/01
- Proposed site plan: 11667/PA/03
- Existing and proposed elevations: 11667/PA/04
- "ADVERTISEMENT CONSENT FOR REPLACEMENT OF 2NO. POSTER ADVERTISEMENT" (Supporting report, Alder King Planning Consultants, PP-13096086, 24/05/2024)