

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: 23/01313/ADV

Name and address for correspondence:	Applicants name:
Jessica Hughes Triangle Architects Raven House 113 Fairfield Street Manchester M12 6EL	Mr Stuart Morris

Part I - Particulars of Application

Date of Application: 20 December 2023

Proposal:	No. 2: Externally illuminated fascia sign and logo, welcome sign and window vinyls. No. 2B: Non-illuminated building lettering, window vinyls and non-illuminated room sign.
Location:	2 And 2B Smith Street, Rochdale, OL16 1TU

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:

Drawing No: 5000 - Rev P01 - Site Location Plan
Drawing No: 5200 Rev C04 - Existing & Proposed Elevations [1 of 2]
Drawing No: 5200 Rev C04 - Existing & Proposed Elevations [2B Smith Street]
Proposed Colour and Materials by Taylored Signs and Graphics - Rochdale Housing Solutions, Building 2B - Version 1 - 11.10.2023
Received on 4th December 2023

Drawing No: 5001 Rev P01 - Site Location Plan - Signage
Logo/Branding by Taylored Signs and Graphics - Rochdale Housing Solutions, External Version 6 - 27.10.2023
Received on 20th December 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.

8. The maximum luminance from the fascia signs at 2 Smith Street hereby consented shall not exceed 300 cd/m2.

Reason: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policies P2, P3, T2 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Date Decision Issued 27 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.

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.