

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: 23/00484/ADV

Name and address for correspondence:	Applicants name:
MR PHILIP KOSCIEN PRIVATE 21 FIRST AVE ACTON LONDON W3 7JP	MR DARREN ALDERSON

Part I - Particulars of Application

Date of Application: 6 June 2023

Proposal:	Replacement of two freestanding advertising hoardings with 1 internally illuminated digital LED advertising display
Location:	Land Adj Williams Bmw , Gorrels Way, Rochdale, OL11 2PX

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:-

- 6 The digital advertising unit hereby permitted shall not be installed until the existing advertising hoardings have been completely removed from the site.

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.

- 7 The maximum level of luminance of the digital panel hereby permitted shall not exceed 300 cd/m².

Reason: In order 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 but not limited to noise, smell, smoke, moving images, animation, flashing, scrolling, video and no visual effects including fading or swiping, three dimensional or intermittent) and shall not depict any images that resemble road signs or traffic signals 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 advertisements displayed on the screen shall contain static and two dimensional images only with no moving or apparently moving images, devices, wording or emblems; and shall not depict any images that resemble road signs or traffic signals. In addition the displays shall not change more than once every 10 seconds, the use of message sequencing for the same product is prohibited and the advertisements shall not include features or equipment which would allow interactive messages or advertisements to be displayed.

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.

- 10 The interval between successive displays shall be instantaneous (0.1 seconds or less), the complete screen shall change and there shall be no visual effects (including fading, swiping or other animated transactions) between successive displays and the display will include a mechanism to freeze the image in the event of a malfunction.

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 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 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.

Date Decision Issued 11 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.

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

Drawing No: ROCH-D96-001 - Existing and Proposed Location Plan

Drawing No: ROCH-D96-002 - Existing and Proposed Block Plan

Received 10th May 2023

Drawing No: ROCH-D96-004A - Proposed Sign Detail to Match Existing

Received 10th June 2023