

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: 23/01091/ADV

Name and address for correspondence:	Applicants name:
Mr Chris Sparrow NIRAS Architects 4100 Park Approach Thorpe Park Leeds LS15 8GB United Kingdom	Mr Mark Simmons

Part I - Particulars of Application

Date of Application: 5 October 2023

Proposal:	Two internally illuminated fascia signs (1 & 2), one double-sided freestanding internally illuminated totem sign (5), 4 information totem signs (6, 7, 8 & 9), two non-illuminated directional signs (11 & 12), two non-illuminated fascia signs (10 & 13) and three flag poles
Location:	Plot I , Kingsway Business Park, John Milne Avenue,, Rochdale, OL16 4NR

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 signs hereby permitted shall not exceed the relevant thresholds contained within the Institute of Lighting Professionals guidance document 'Professional Lighting Guide 05/23 - The Brightness of Illuminated Advertisements Including Digital Displays' 2023, or any guidance updating or replacing it and shall not exceed 1000 candelas per square metre between sunrise and sunset and the maximum level of luminance for sign 5 (totem sign) shall not exceed 300 candelas per square metre between sunset and sunrise.

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.

Date Decision Issued 1 December 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.

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.

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

Drawing No: PL001 - Location Plan
Drawing No: PL020 - Proposed Elevations Signage
Drawing No: PL021 - Proposed Façade Signage 1 & 2
Drawing No: PL022 Rev C1 - Proposed Signage Plan
Drawing No: PL023 - Wall Mounted Signs
Drawing No: PL024 - Proposed Flag Poles
Drawing No: PL025 - Proposed Totem Signage
Received by the Local Planning Authority on 5th October 2023