ROCHDALE METROPOLITAN BOROUGH COUNCIL

FOR ASSISTANCE IN COMPLETING THIS FORM CONTACT

Economy and Environment
Planning Service
Number One Riverside
Smith St
Rochdale
OL16 1XU

Phone : 01706 924305 . **EMAIL :** development.control@rochdale.gov.uk . **WEB :** www.rochdale.gov.uk

Application for consent to display an advertisement(s).

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Publication of applications on planning authority websites.

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

1. Site Address

Number	
Suffix	
Property name	Asda Stores Ltd
Address line 1	Dane Street
Address line 2	
Address line 3	
Town/city	Rochdale
Postcode	OL12 6XT

Description of site location must be completed if postcode is not known:

Easting (x)	389188
Northing (y)	413282

Description

2. Applicant Details

Title	
First name	
Surname	ASDA Stores Ltd.
Company name	
Address line 1	ASDA House
Address line 2	South Bank
Address line 3	
Town/city	Leeds

2. Applicant Details

Country	
Postcode	
Primary number	
Secondary number	
Fax number	
Email address	

Are you an agent acting on behalf of the applicant? ◉ Yes ○ No

3. Agent Details

Title	Mrs
First name	Liz
Surname	Bown
Company name	Whittam Cox Architects
Address line 1	Whittam Cox Architects
Address line 2	Carrwood Court
Address line 3	Carrwood Road
Town/city	CHESTERFIELD
Country	United Kingdom
Postcode	S41 9QB
Primary number	01246260261
Secondary number	
Fax number	
Email	catherine.brown@whittamcox.com

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

The application is for the installation of 25 no. signs

Please select the sign types you wish to propose

- [x] Fascia sign
- [ ] Hanging sign
- [ ] Hoarding sign
- [x] Other sign

Fascia Sign

Fascia sign: 1	
What is the height from the ground to the base of the advertisement?	4 metre(s)

4. Type of Proposed Advertisement(s)

Fascia sign: 1	
What is the maximum projection of the advertisement from face of building?	0.3 metre(s)
Dimension:	Height: 1.9 x Width: 0.9 x Depth: 0.3 metre(s)
What materials will the sign be made of? Aluminium and vinyl	
What is the maximum height of any of the individual letters and symbols?	20 cm
The colour of text and background Black, white and green	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	800 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign: 2	
What is the height from the ground to the base of the advertisement?	7 metre(s)
What is the maximum projection of the advertisement from face of building?	0.3 metre(s)
Dimension:	Height: 1.9 x Width: 1.9 x Depth: 0.3 metre(s)
What materials will the sign be made of? Aluminium and vinyl	
What is the maximum height of any of the individual letters and symbols?	20 cm
The colour of text and background Black, white and green	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	800 cd/m2
Will the illumination be static or intermittent?	Static

Other Sign

Other sign: 1	
What is the height from the ground to the base of the advertisement?	0.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 6 x Width: 2.26 x Depth: 0.2 metre(s)
What materials will the sign be made of? Aluminium, acrylic and vinyl	
What is the maximum height of any of the individual letters and symbols?	20 cm

4. Type of Proposed Advertisement(s)

Other sign: 1	
The colour of text and background Green, black and white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	800 cd/m2
Will the illumination be static or intermittent?	Static

Other sign: 2	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 3 x Width: 2.5 x Depth: 0.3 metre(s)
What materials will the sign be made of? Aluminum, steel, acrylic and vinyl	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background Grey, green, white and black	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	800 cd/m2
Will the illumination be static or intermittent?	Static

Other sign: 3	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 3 x Width: 2.5 x Depth: 0.3 metre(s)
What materials will the sign be made of? Aluminium, steel, acrylic and vinyl	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background Grey, black, white and green	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	800 cd/m2
Will the illumination be static or intermittent?	Static

4. Type of Proposed Advertisement(s)

Other sign: 4	
What is the height from the ground to the base of the advertisement?	2.4 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 3.6 x Width: 23 x Depth: 0 metre(s)
What materials will the sign be made of? vinyl	
What is the maximum height of any of the individual letters and symbols?	120 cm
The colour of text and background grey	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 5	
What is the height from the ground to the base of the advertisement?	1.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.4 x Width: 1.6 x Depth: 0 metre(s)
What materials will the sign be made of? vinyl	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background green, black, blue and white	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 6	
What is the height from the ground to the base of the advertisement?	1.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.4 x Width: 1.6 x Depth: 0 metre(s)
What materials will the sign be made of? vinyl	
What is the maximum height of any of the individual letters and symbols?	60 cm
The colour of text and background green, red and black	

4. Type of Proposed Advertisement(s)

Other sign: 6	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 7	
What is the height from the ground to the base of the advertisement?	1.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.2 x Width: 7.2 x Depth: 0 metre(s)
What materials will the sign be made of? vinyl	
What is the maximum height of any of the individual letters and symbols?	121 cm
The colour of text and background green and yellow	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 8	
What is the height from the ground to the base of the advertisement?	1.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.4 x Width: 1.6 x Depth: 0 metre(s)
What materials will the sign be made of? vinyl	
What is the maximum height of any of the individual letters and symbols?	120 cm
The colour of text and background Green and black	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 9	
What is the height from the ground to the base of the advertisement?	2.1 metre(s)

4. Type of Proposed Advertisement(s)

Other sign: 9	
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.3 x Width: 3.865 x Depth: 0 metre(s)
What materials will the sign be made of? vinyl	
What is the maximum height of any of the individual letters and symbols?	15 cm
The colour of text and background green, white and black	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 10	
What is the height from the ground to the base of the advertisement?	2.1 metre(s)
What is the maximum projection of the advertisement from face of building?	0.15 metre(s)
Dimension:	Height: 0.6 x Width: 3 x Depth: 0.15 metre(s)
What materials will the sign be made of? acrylic and vinyl	
What is the maximum height of any of the individual letters and symbols?	15 cm
The colour of text and background green and white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	800 cd/m2
Will the illumination be static or intermittent?	Static

Other sign: 11	
What is the height from the ground to the base of the advertisement?	1.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.15 x Width: 0.94 x Depth: 0 metre(s)
What materials will the sign be made of? Aluminium and vinyl	
What is the maximum height of any of the individual letters and symbols?	23 cm
The colour of text and background Green, white and black	
Will the sign be illuminated?	No

4. Type of Proposed Advertisement(s)

Other sign: 11	
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 12	
What is the height from the ground to the base of the advertisement?	1.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.425 x Width: 0.6 x Depth: 0 metre(s)
What materials will the sign be made of? Aluminium and vinyl	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background green, white and black	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 13	
What is the height from the ground to the base of the advertisement?	2.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.15 x Width: 0.94 x Depth: 0 metre(s)
What materials will the sign be made of? Aluminium and vinyl	
What is the maximum height of any of the individual letters and symbols?	15 cm
The colour of text and background Green, white and black	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 14	
What is the height from the ground to the base of the advertisement?	3 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)

4. Type of Proposed Advertisement(s)

Other sign: 14	
Dimension:	Height: 0.45 x Width: 3.5 x Depth: 0 metre(s)
What materials will the sign be made of? vinyl	
What is the maximum height of any of the individual letters and symbols?	10 cm
The colour of text and background green and white	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other sign: 15	
What is the height from the ground to the base of the advertisement?	4 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.65 x Width: 76 x Depth: 0 metre(s)
What materials will the sign be made of? vinyl	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background green and black	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

If you have selected Other, please describe

1 no. replacement totem
2 no. refurbishment of existing totems
solar vinyl to existing glazing
vinyl to existing glazing
2 no. welcome vinyls
1 no. light box
2 no. wall mounted car park signs
3 no. wall mounted smaller car parking signs
1 no. twin post car parking sign
replacement vinyls to PFS canopy

5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place? ○ Yes ◉ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal? ◉ Yes ○ No ○ Not Applicable

If Yes to either or both the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

5. Location of Advertisement(s)

PL_03 Signage details

Will the proposed advertisement(s) project over a footpath or other public highway? ○ Yes ◉ No

6. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From	02/01/2019
To	02/01/2024

7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ○ Yes ◉ No

8. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land? ◉ Yes ○ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

- ○ The agent
- ○ The applicant
- ◉ Other person

If Other has been selected, please provide contact details:

Contact name:

Title	Mr
First name	Chris
Surname	Hart
Telephone number	01706354462
Email address:	

9. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application? ○ Yes ◉ No

10. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed? ○ Yes ◉ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained? ◉ Yes ○ No

11. Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:
(a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

11. Authority Employee/Member

It is an important principle of decision-making that the process is open and transparent.

○ Yes ◉ No

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

12. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them. ☑

Date (cannot be pre-application)	02/01/2019