



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 Advertisement) (England) Regulations 2007 (as amended)

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.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

1

Suffix

Property Name

Plot 1

Address Line 1

John Milne Avenue,

Address Line 2

Address Line 3

Town/city

Rochdale

Postcode

OL16 4NR

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

Easting (x)

391659

Northing (y)

411477

Description

Installation of External Signage both on the building façade and free standing Totem / Pylons.

Logos to large format façade signs numbers 1 & 2, and the large Totem sign number 5 are to be back lit (internally illuminated), with all other signs non illuminated

Applicant Details

Name/Company

Title

Mr

First name

Mark

Surname

Simmons

Company Name

Danish Crown

Address

Address line 1

57 Stanley Road

Address line 2

Address line 3

Town/City

Manchester

County

Country

United Kingdom

Postcode

M45 8GZ

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

LS15 8GB

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

LARGE FORMAT FACADE SIGNS: Sign Nos. 1 & 2

WALL MOUNTED SIGNS Sign Nos. 10, 11, 12, & 13

TOTEM / PYLON FREESTANDING SIGNS Sign Nos. 4, 5, 6, 7, & 8

FLAG POLES : 3 No. Signage Type 3

Advertisement Type:

Fascia Sign

Height:

3.6 metres

Width:

14.4 metres

Depth:

0.19 metres

What is the height from the ground to the base of the advertisement?:

12.4 metres

What is the maximum projection of the advertisement from the face of the building?:

0.87 metres

What is the maximum height of any of the individual letters and symbols?:

75 centimetres

What materials will the advertisement be made of?:

Signs 1 & 2 : Powder coated Aluminium, with Logo fixed to face of panel in white opal acrylic with LED light, white kelvin 6500. The sign is mounted on an aluminium frame.

The colour of text and background:

Panels are made of powder coated aluminium colour NCS S 1080-Y80R (Danish Crown Red). All powder coated surfaces are matt finish. Logo elements in white opal acrylic

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

1000 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.1 metres

Width:

0.3 metres

Depth:

0.025 metres

What is the height from the ground to the base of the advertisement?:

1.7 metres

What is the maximum projection of the advertisement from the face of the building?:

0.025 metres

What is the maximum height of any of the individual letters and symbols?:

5 centimetres

What materials will the advertisement be made of?:

Type 10 to Staff Entrance: Powder coated Aluminium, white foil text mounted to face of panel : Inbound, Outbound Panels are made of powder coated aluminium in NCS S 1080-Y80R (Danish Crown Red). Text mounted on top of metal panel in white foil. All surfaces are matt finish. The sign is mounted on an aluminium frame.

The colour of text and background:

Colour of ground NCS S 1080-Y80R (Danish Crown Red), Text mounted to face of panel in white foil.

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

4.2 metres

Width:

0.8 metres

Depth:

0.15 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

15 centimetres

What materials will the advertisement be made of?:

Sign Type 5: Totem / Pylon Core construction 80x80 mm RHS steel frame galvanized Sign face plates made of powder coated aluminium Logo elements in white opal acrylic Text mounted on face of metal panel in white foil. All surfaces are matt finished.

The colour of text and background:

Core framework in powder coated metal NCS N-8000 (dark grey). Powder coated Sign face colour NCS S 1080-Y80R (Danish Crown Red). Logo elements in white opal acrylic Text mounted on top of metal panel in white foil.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

1000 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2.4 metres

Width:

0.8 metres

Depth:

0.1 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

0.05 centimetres

What materials will the advertisement be made of?:

Info Pylon Totem / Medium Sign Type 6 & 9: Core construction 80x80 mm RHS steel frame galvanized Sign face plates made of Powder coated aluminium Text mounted on face of metal panel in white foil. All surfaces are matt finished.

The colour of text and background:

Core framework in powder coated metal NCS N-8000 (dark grey). Powder coated Sign face colour NCS S 1080-Y80R (Danish Crown Red). Text on face of metal panel in white foil. All surfaces are matt finished.

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.2 metres

Width:

0.6 metres

Depth:

0.078 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

0.05 centimetres

What materials will the advertisement be made of?:

Info Pylon Totem / Medium Sign Type 7 & 8: Core construction 60x60 mm RHS steel frame galvanized Sign face plates made of Powder coated aluminium Text on face of metal panel in white foil. All surfaces are matt finished.

The colour of text and background:

Core framework in powder coated metal NCS N-8000 (dark grey). Powder coated Sign face colour NCS S 1080-Y80R (Danish Crown Red). Text on face of metal panel in white foil. All surfaces are matt finished.

Will the advertisement be illuminated?:**Advertisement Type:**

Fascia Sign

Height:

0.6 metres

Width:

1.8 metres

Depth:

0.04 metres

What is the height from the ground to the base of the advertisement?:

4.2 metres

What is the maximum projection of the advertisement from the face of the building?:

0.14 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

Wall Mounted Sign Type 13: Panels are made of Powder coated aluminium Text on face of metal panel in white foil. All surfaces are matt finished.

The colour of text and background:

Powder coated Sign face colour NCS S 1080-Y80R (Danish Crown Red). Text on face of metal panel in white foil. All surfaces are matt finished The sign is mounted on an aluminium frame.

Will the advertisement be illuminated?:**Advertisement Type:**

Fascia Sign

Height:

0.4 metres

Width:

1.6 metres

Depth:

0.04 metres

What is the height from the ground to the base of the advertisement?:

3.25 metres

What is the maximum projection of the advertisement from the face of the building?:

0.14 metres

What is the maximum height of any of the individual letters and symbols?:

20 centimetres

What materials will the advertisement be made of?:

Wall Mounted Sign Gatehouse :Type 11&12: Panels are made of Powder coated aluminium Text on face of metal panel in white foil. All surfaces are matt finished.

The colour of text and background:

Powder coated Sign face colour NCS S 1080-Y80R (Danish Crown Red). Text on face of metal panel in white foil. All surfaces are matt finished The sign is mounted on an aluminium frame

Will the advertisement be illuminated?:**Advertisement Type:**

Other type

Height:

7 metres

Width:

0.1 metres

Depth:

0.1 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

Powder coated Aluminium

The colour of text and background:

White pole with a red pommel on top in colour NCS S 1080-Y80R (Danish Crown Red). All finishes are matt.

Will the advertisement be illuminated?:

Please describe each of the 'Other type(s)' of advertising proposed

Free standing Totem / Pylon signage. Powder coated Aluminium panels with wayfinding signage

Type 5 : Large, 4.2m high with internally illuminated Logo

Types 4 & 9: Medium 2.4m high not illuminated

Types 7 & 8: Small 1.2m high not illuminated

Type 3 : 7m high flag poles

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

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☐ Yes
☒ No

Advertisement(s) Period

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

From Date

05/10/2023

To Date

03/10/2028

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes
☒ No

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?

- ☒ The agent
☐ The applicant
☐ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☐ Yes
☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☒ Yes
☐ No

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

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

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?

- ☐ Yes
☒ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, 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.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Chris Sparrow

Date

04/10/2023