



## 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

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

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

Easting (x)

Northing (y)

389935

413601

Description

Proposed hotel at junction New Baillie Street and Penn Street, Rochdale

## Applicant Details

### Name/Company

Title

Mr

First name

Chris

Surname

Jones

Company Name

Willmott Dixon

### Address

Address line 1

Hollinwood Business Centre

Address line 2

Albert Mill, Albert Street

Address line 3

Hollinwood

Town/City

Oldham

County

Country

United Kingdom

Postcode

OL8 3QL

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

M1 3BN

## Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

South Elevation Building Identify Logo (fascia) (lettering and logo, internally illuminated);  
East Elevation Main Entrance Sign (fascia) (lettering and logo, internally illuminated);  
Totem sign (3.81m high, doubled-sided, internally illuminated) positioned on New Baillie Street approach to entrance

**Advertisement Type:**

Fascia Sign

**Height:**

0.741 metres

**Width:**

4.647 metres

**Depth:**

0.127 metres

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

21.956 metres

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

0.127 metres

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

74.1 centimetres

**What materials will the advertisement be made of?:**

South Elevation Building Identity fascia Aluminium letters with PPC finish, 5mm thick red faces with bronze finished retaining edge

**The colour of text and background:**

Red text letters to read "Hampton" - no background, in front of elevation White text "by Hilton" on black lozenge background

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

500 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.476 metres

**Width:**

3 metres

**Depth:**

0.075 metres

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

3.744 metres

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

0.075 metres

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

47.6 centimetres

**What materials will the advertisement be made of?:**

East Elevation Main Entrance Sign fascia Aluminium lettering with PPC finish, 5mm thick red faces with bronze finished retaining edge

**The colour of text and background:**

Red text to read "Hampton" - no background, in front of elevation White text "by Hilton" on black lozenge background

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

600 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

3.81 metres

**Width:**

2.476 metres

**Depth:**

0.559 metres

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

3.81 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?:**

0.857 centimetres

**What materials will the advertisement be made of?:**

Totem sign - free standing, double-sided internally illuminated mild steel framework clad with folded aluminium panels, incorporating profiled box sign formed of polycarbonate and decorated vinyl graphics and lettering displaying 'Hampton by Hilton'

**The colour of text and background:**

White text on dark blue background, with red and white trim to background (white trim non-illuminated)

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

600 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

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

Totem sign - double sided

## 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

03/01/2023

To Date

02/01/2027

## 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 this form and 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 persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available 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

Richard Purser

Date

18/11/2022