



FOR ASSISTANCE IN COMPLETING THIS FORM CONTACT

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

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EMAIL : development.control@rochdale.gov.uk

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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)

Description

Applicant Details

Name/Company

Title

Mr

First name

Robert

Surname

Schofield

Company Name

Pentagon

Address

Address line 1

Pentagon Rochdale Queensway

Address line 2

Address line 3

Town/City

Rochdale

County

Rochdale

Country

Postcode

OL11 1TQ

Are you an agent acting on behalf of the applicant?

- ☒ Yes
☐ No

Contact Details

Primary number

***** REDACTED *****

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

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

- Sign 1: New Dacia Fascia
- Sign 2: New Dacia Fascia
- Sign 3: Replacement Renault Acrylic Emblem
- Sign 4: Wall Mounted Service Sign
- Sign 5: Wall Mounted Service Sign
- Sign 6: Existing Renault Totem to have retrofitted backlit graphics
- Sign 7: Existing Dacia Totem to have retrofitted new image
- Sign 8: Replacement face panel to fit onto existing EV mast

Advertisement Type:

Fascia Sign

Height:

1.5 metres

Width:

7.03 metres

Depth:

0.15 metres

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

3.33 metres

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

0.15 metres

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

29.7 centimetres

What materials will the advertisement be made of?:

Sign 1: White ACM background cladding panels with green ACM border and Legs. Built up green to white acrylic letters internally illuminated by white LEDS.

The colour of text and background:

White background with green border and legs. Green Letters.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.5 metres

Width:

6.835 metres

Depth:

0.15 metres

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

3.33 metres

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

0.15 metres

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

29.7 centimetres

What materials will the advertisement be made of?:

Sign 2: White ACM background cladding panels with green ACM border and Legs. Built up green to white acrylic letters internally illuminated by white LEDS.

The colour of text and background:

White background with green border and legs. Green Letters.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.1 metres

Width:

0.84 metres

Depth:

0.07 metres

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

3.3 metres

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

0.145 metres

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

110 centimetres

What materials will the advertisement be made of?:

Sign 3: Built up opal acrylic emblem internally illuminated by white LEDS. To fit back onto existing aluminium woven mesh fascia

The colour of text and background:

White emblem on a black background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.9 metres

Width:

0.9 metres

Depth:

0.035 metres

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

3.27 metres

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

0.035 metres

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

59 centimetres

What materials will the advertisement be made of?:

Sign 4: ACM tray panel with applied pvc white emblem.

The colour of text and background:

Black background white emblem

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

0.9 metres

Width:

0.9 metres

Depth:

0.035 metres

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

2.07 metres

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

0.035 metres

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

7 centimetres

What materials will the advertisement be made of?:

Sign 5: ACM tray panel with applied pvc white emblem.

The colour of text and background:

Green background white logo

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

Other type

Height:

6.5 metres

Width:

1.4 metres

Depth:

0.24 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 centimetres

What materials will the advertisement be made of?:

Sign 6: Extruded aluminium back boxes with rigid polyester faces and are internally illuminated by white LEDS. The signs are fitted back to an existing mild steel sub frame.

The colour of text and background:

Black and white

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

6.5 metres

Width:

1.765 metres

Depth:

0.34 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?:

0.34 centimetres

What materials will the advertisement be made of?:

Sign 7: ACM face panels with internally illuminated acrylic logos, fitting onto an existing mild steel frame.

The colour of text and background:

Green and a wooden effect backgrounds with white logos

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

4 metres

Width:

0.533 metres

Depth:

0.266 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?:

20 centimetres

What materials will the advertisement be made of?:

Sign 8: Replacement ACM face panel with opal acrylic letters, internally illuminated by white LEDS. Fitting onto an existing mild steel sub frame.

The colour of text and background:

Black background white text.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

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

Sign 6: Existing Renault Totem to have retrofitted backlit graphics
Sign 7: Existing Dacia Totem to have retrofitted new image
Sign 8: Replacement face panel to fit onto existing EV mast

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 above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

Existing Dacia fascia fascia signs to be removed and replaced with new style fascia signs.
New Renault emblem replacing old style diamond on the fascia.

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

25/09/2023

To Date

25/09/2028

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 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 options 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

Peter Tilbey

Date

25/07/2023

