ROCHDALE 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	Advertising Right 0713
Address line 1	Halifax Road
Address line 2	Wardle
Address line 3	
Town/city	Rochdale
Postcode	OL12 9AA

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

Easting (x)	391261
Northing (y)	415265

Description

2. Applicant Details

Title	Mr
First name	Richard
Surname	Page
Company name	Wildstone
Address line 1	Barton Hall
Address line 2	29 Gloucester Street
Address line 3	
Town/city	Cirencester

2. Applicant Details

Country	
Postcode	GL7 2DJ

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

Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

No Agent details were submitted for this application

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1. Conversion of existing 48-sheet illuminated advertising display to a 48-sheet digital advertising display.
2. Illumination will accord with the Institute of Lighting Professionals best practice guidance: The Brightness of Illuminated Advertisements PLG05 2015.
3. Illumination will adapt to ambient conditions in real time; output will range between 5000cd/sqm (bright daylight / operation in full sun) to 300sqm (operation at night).

Please select the type(s) of advertising you are proposing:

- ☐ Fascia sign(s)
- ☐ Projecting or hanging sign(s)
- ☒ Hoarding(s)
- ☐ Other type(s)

Please add details of each proposed hoarding

Hoarding(s): 1	
What is the height from the ground to the base of the advertisement?	2 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 3 x Width: 6 x Depth: 0.061 metre(s)
What materials will the sign be made of? Steel framing, steel supports, digital tiles / modules	
What is the maximum height of any of the individual letters and symbols?	300 cm
The colour of text and background Full Colour at 5000cd/sqm to 300cd/sqm depending on ambient conditions.	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	5000 cd/m2
Will the illumination be static or intermittent?	Static

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

Please see enclosed documents and drawing pack

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 01/02/2021

To 01/02/2027

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?

○ The agent
◉ The applicant
○ Other person

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

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

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. ☒

12. Declaration

Date (cannot be pre-application)	21/12/2020