



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

2

Suffix

Property Name

Address Line 1

Smith Street

Address Line 2

Address Line 3

Rochdale

Town/city

Rochdale

Postcode

OL16 1TU

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

Easting (x)

389758

Northing (y)

413389

Description

Applicant Details

Name/Company

Title

Mr

First name

Stuart

Surname

Morris

Company Name

Rochdale Borough Council

Address

Address line 1

Floor 2, Number One Riverside

Address line 2

Smith Street

Address line 3

Town/City

Rochdale

County

Country

Postcode

OL16 1XU

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)

To the sandstone band course above the main entrance of 2 Smith Street is proposed 40mm deep built up metal lettering, 257mm high, powder coated to colour pantone 3285, fixed to 25mm aluminium rails, powder coated to match the stone substrate into which the rails will be fixed using metal cleats with wall anchors and resin fixings. The lettering will read 'Rochdale Housing Solutions', adjacent to a 40mm aluminium panel of the same colour with matt white vinyl graphic of the council logo applied to the face. The signage will be lit with warm white LEDs set within the letter casing, with a 5mm thick opal acrylic backtray to allow halo illumination. The lighting will be timer operated to reduce energy consumption.

To the glazed panel above the entrance door is proposed 3mm thick flat cut metal lettering, 150mm high, powder coated to colour pantone 3285, fixed back to the glazed panel with VHB tape fixing. The internal face of the glazing is to have reverse cut backer to hide adhesive tape from inside view.

To the glazed panel to the left of the main entrance to 2 Smith Street is proposed black profile cut window graphics reverse applied to glazing, with the lettering 'Rochdale Housing Solutions' and the proposed opening hours. The precise opening hours may be adjusted slightly from those illustrated on the drawing once the applicant confirms these details, however the size, font, and location will be as the proposed details, of a suitable size to be legible to passersby but not overbearing and significantly smaller than the main signage above.

To the entrance door and glazing panels of 2B Smith Street is proposed manifestations using optically clear vinyl with digital prints, utilising a green to white colour gradient with the bisected council crest to either side. To the entrance door is proposed the lettering 'Rochdale Borough Council', although this may be omitted depending on the council's preference, since the intention is for the public to be naturally drawn to the entrance of 2 Smith Street rather than 2B. Above the entrance door is proposed the lettering '2B' in 3mm thick flat cut metal lettering, 300mm high, powder coated to colour pantone 3285, fixed back to the glazed panel with VHB tape fixing. The internal face of the glazing is to have reverse cut backer to hide adhesive tape from inside view.

Advertisement Type:

Fascia Sign

Height:

0.35 metres

Width:

4 metres

Depth:

0.04 metres

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

3 metres

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

0.7 metres

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

35 centimetres

What materials will the advertisement be made of?:

Powder coated aluminium panels and rails.

The colour of text and background:

Pantone 3285 lettering, on rails to match sandstone substrate.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.15 metres

Width:

0.866 metres

Depth:

0.01 metres

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

2.5 metres

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

0.01 metres

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

0.15 centimetres

What materials will the advertisement be made of?:

3mm thick flat cut metal lettering.

The colour of text and background:

Pantone 3285.

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

0.3 metres

Width:

0.477 metres

Depth:

0.01 metres

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

2.5 metres

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

0.01 metres

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

30 centimetres

What materials will the advertisement be made of?:

3mm Thick Flat Cut Metal Lettering. Powder Coated To Specified Colour Reference.

The colour of text and background:

Pantone 3285

Will the advertisement be illuminated?:

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

15/11/2023

To Date

15/11/2050

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

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

First Name

Surname

Reference

Date (must be pre-application submission)

Details of the pre-application advice received

The planning officer advised the applicant on the phone and via email of the relevant legislative constraints in relation to the signage and listed building, and assisted the applicant to reach a suitable design for the signage proposal and methodology for repairs to the existing facade.

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

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

If yes, please provide details of their name, role, and how they are related:

***** REDACTED *****

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

Triangle Architects

Date

2023/11/20