

**TOWN AND COUNTRY PLANNING ACT 1990 THE TOWN AND COUNTRY
PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS
2007**

Consent to Display an Advertisement

APPLICATION REFERENCE: PL/2026/0474

Applicant Mr Ian Simpson 12th Floor, 5 Merchant Square, Paddington London W2 1BQ	Agent Mr Ian Simpson 12th Floor, 5 Merchant Square, Paddington London W2 1BQ
--	--

Part I - Particulars of Application

Proposal: Internally illuminated fascia signs and various non illuminated advertisement signs
Location: WM MORRISON SUPERMARKETS PLC, DAWSON STREET, HEYWOOD, OL10 4PU
Valid On: 11 June 2026

DECISION: GRANT CONSENT SUBJECT TO THE FOLLOWING CONDITIONS:

Condition(s) (11)

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- 2 No advertisement shall be sited or displayed so as to –
 - endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - obscure, or hinder the ready interpretation of, any traffic sign, railway sign or aid to navigation by water or air; or
 - hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- 3 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
- 6 The approval is for a period not exceeding five years from the date of this consent.

- 7 No image displayed on the externally facing screen shall contain any moving, flashing, scrolling, animated or video content, and only static images shall be displayed.

Reason – In the interest of amenity and public safety.

- 8 No content shall resemble, or be liable to be mistaken for a traffic sign, traffic light, or matrix sign.

Reason – In the interests of amenity and public safety.

- 9 During the hours of darkness the luminance of the advertisements hereby permitted (including the digital display) shall be no greater than the recommended maximum nighttime luminance value set out for Environmental Zone 3 in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05/23) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/sqm.

Reason – In the interests of amenity and public safety.

- 10 In daylight hours, the luminance of the advertisements hereby permitted (including the digital display) shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05/23) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/sqm.

Reason – In the interests of amenity and public safety.

- 11 In the event of a malfunction, the digital display shall default to a blank display.

Reason – In the interest of amenity and public safety.

Approval Reason(s) (1)

- 1 The proposal complies with the development plan and would improve the economic, social and environmental conditions of the area. It therefore comprises sustainable development and the Local Planning Authority worked proactively to issue the decision without delay.

Date of Decision: 11/08/2026

Melanie Hale
Head of Planning

IMPORTANT

PLEASE ENSURE THAT YOU HAVE READ AND FULLY UNDERSTOOD THE CONTENTS OF THIS DECISION NOTICE. YOUR ATTENTION IS DRAWN TO THE ATTACHED NOTES.

INFORMATIVE:

The Local Planning Authority's reasons for its decision are set out in the accompanying officer's report.

Your attention is drawn to the following (1)	
1	For the avoidance of doubt, this decision relates to the following plans/documents: • Application Form • J0516_CAUK_Banking-Hub_Cabin_v13 (Proposed Visuals/Colours) • Proposed Site Plan (Revision B) • Cash Access UK Window Displays (Specifications) • 02_BANKING HUB_HANGING SIGN_REV 00 • Design and Access Statement • J0516_CAUK_Banking-Hub_Cabin_walls_AW2.2 • J0516_CAUK_Banking-Hub_Cabin_v15_FASCIA UPDATE • Proposed Elevations • Sign Face Luminance Assessment (Williams Lighting Consultants)

Notes

- 1 The decision is for planning purposes only and for no other. It does not grant approval under any other regulatory regime, including the building regulations. Separate approvals may be required.
- 2 This permission does not give any legal right to carry out the development on, over or under land owned by or contrary to the rights of another person. You are advised to seek independent legal advice. Your attention is also drawn to the Party Wall Act.
- 3 If you are unhappy with the decision to grant permission subject to conditions you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990. Details of how to appeal can be obtained from the Planning Inspectorate, Customer Support Unit, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN or via their website at <https://www.gov.uk/government/publications/planning-appeals-procedural-guide>.
- 4 If permission to develop land is granted subject to conditions, whether by the Council or by the Secretary of State and you, as owner of the land, claim that it has become incapable of reasonable beneficial use, you may serve a Purchase Notice on the Council requiring the Council to purchase your interest in accordance with the provision of Part IV of the Town and Country Planning Act 1990.
- 5 Some conditions attached to a grant of permission may require you to submit details and/or information before you start work. Please note that we aim to deal with these requests within 8 weeks. There is a fee for 'approval of details reserved by a condition'. These fees are set by Government and the current level can be found at: <https://1app.planningportal.co.uk/FeeCalculator/Standalone?region=1>.