

Appeal Decision

Site visit made on 9 May 2025

by **N McGurk BSc (Hons) MCD MBA MRTPI**

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 29 May 2025

Appeal Ref: APP/P4225/Z/25/3362182
431 Halifax Road, Rochdale, OL12 9AA

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Wildstone Estates Limited against the decision of Rochdale Metropolitan Borough Council.
 - The application Ref is 24/00962/ADV.
 - The advertisement proposed is conversion of billboard advertising display to D48 slimline digital advertising display.
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Decision

1. The appeal is dismissed.

Procedural Matter

2. The proposal is to replace a large existing “paper and paste” advertisement hoarding with an illuminated LED advertisement measuring 6m x 3m. The appellant states that the advertisement would be positioned 2.5 metres from the ground.
3. The appellant has stated that, were the appeal to be allowed, a consent for a nearby advertisement would not be implemented and that the proposal would not therefore lead to any increase in advertising at the site location.

Main Issue

4. The main issue in this case is the effect of the proposed advertisement on visual amenity.

Reasons

5. The proposed digital advertisement would replace an existing paper and paste advertisement which faces traffic heading in a south-westerly direction along Halifax Road, which is a busy highway. The existing advertisement is located within a patch of green space separated from the highway by a pavement.
 6. The surrounding area is largely residential. Immediately behind the existing advertisement, along Halifax Road, is the blank gable of a two storey residential building and there are modern two storey dwellings located in Bridge Street, close-by to the sign.
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7. As well as the presence of nearby dwellings, I observed during my site visit that this part of Halifax Road is notable for the presence of trees and green space. This affords the area a notable sense of greenery and spaciousness.
8. The existing advertisement is widely visible due to its size and location and appears conspicuous and somewhat incongruous within its green and spacious residential setting. However, I find that the proposed replacement advertisement would appear considerably more visually strident than the existing externally illuminated paper and paste billboard.
9. The proposed advertisement would introduce a large digital advertisement to a prominent site in a busy location. By its very purpose, the proposed advertisement would draw the eye to its illuminated screen and changing display of different advertisements. This would, I find, result in the proposal appearing visually obtrusive, to the detriment of the surrounding area's green and spacious qualities.
10. Consequently, I find that the proposed advertisement would be detrimental to visual amenity, contrary to the National Planning Policy Framework, to Core Strategy¹ Policy P3, and to Places for Everyone² Policy JP-P1, which together amongst other things, seek to protect local character.

Other Matters

11. The appellant, in support of its case, states that landscaping to the site's foreground would improve the appearance of the site and immediate area. Improved landscaping would be a positive benefit to the area but it would not reduce the obtrusiveness of the proposed development to any significant degree.

Conclusion

12. For the reasons given above, the appeal does not succeed.

N McGurk

INSPECTOR

¹ Rochdale Adopted Core Strategy (2016).

² Places for Everyone Joint Development Plan Document (2024).