



ROCHDALE
BOROUGH COUNCIL

Highways and Engineering Service

Economy and Environment

Consultation Response on behalf of Head of Highways and Engineering

Application: 25-00410-ADV

Date Received: 15 May 2025

Date of Response: 24 January 2025

PROPOSAL:

Erection of an internally illuminated digital display

CONSULTATION REPORT:

The application location is along the A58 in close proximity to Rochdale Town Centre along a Motorway Diversion route. The proposed advertisement replaces a previously unapproved advertisement.

This is a heavily trafficked route with many vehicles passing by, there is multiple access points, junctions and on street parking. This is a location that requires full concentration when driving as a result in recent years there have been 5 accidents on this stretch of road.

The location has been chosen to specifically to draw the attention of drivers and passengers of vehicles at location the accident record suggests drivers should concentrate the most.

AMENDMENTS TO CONSULTATION RESPONSE:

No amendments to report

OFFICER RECOMMENDATION:

This proposal represents a distraction to drivers and as such we object to this proposal.

HIGHWAYS SIGN OFF

John Gillighan 24/05/2025