



Town and Country Planning Act 1990 (as amended)
Town and Country Planning (Control of Advertisement) Regulations 2007 (as amended)

REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS

APPLICATION REFERENCE: 22/01205/ADV

Name and address for correspondence:	Applicant name:
Jenna Murray Carter Jonas LLP One Chapel Place London W1G 0BG	Wildstone Securities Limited

Part I - Particulars of Application

Date of Application: 8 September 2022

Proposal:	Replacement of two double sided advertising hoardings with one double sided internally illuminated digital advertising hoarding
Location:	Land To The South Of Water Street, Water Street , Rochdale, OL16 1TL

Part II - Particulars of decision

The Rochdale Metropolitan Borough Council hereby give notice in pursuance of the above mentioned Regulations that consent has been **REFUSED** for the display of the advertisements referred to in Part I hereof for following reason(s).

Reasons:

- 1 By virtue of their size, siting, illumination and display, the proposed digital advertisement hoardings would cause less than substantial harm to the setting of the Grade II Listed Waterside House, Rochdale Town Centre Conservation Area, and no. 10 Water Street which is a non-designated heritage asset. No public benefits exist that may outweigh the harm caused to the designated heritage assets. As such, the proposal fails to accord with policies P2, P3 and DM1 of the adopted Rochdale Core Strategy, the Planning (Listed Building and Conservation Areas Act) 1990 (as amended) and the National Planning Policy Framework.

Date Decision Issued 9 December 2022

Daniela Ripa
Interim Head of Planning Services

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.

For the avoidance of doubt, this Decision Notice relates to the following drawings:-

Site Location Plan. Drawing no: 15613 PA 01. Received on 14/11/2022

Existing Site Plan. Drawing no: 15613 PA 02. Received on 14/11/2022

Proposed Site Plan. Drawing no: 15613 PA 03. Rev: 01. Received on 14/11/2022

Existing and Proposed Elevations. Drawing no: 15613 PA 04. Rev: 01. Received on 14/11/2022

Existing and Proposed Elevations. Drawing no: 15613 PA 05. Rev: 01. Received on 14/11/2022

Existing and Proposed Elevations. Drawing no: 15613 PA 06. Rev: 01. Received on 14/11/2022

Existing and Proposed Elevations. Drawing no: 15613 PA 07. Rev: 01. Received on 14/11/2022