



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: 24/01131/ADV

|                                                                                                                                  |                 |
|----------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Name and address for correspondence:                                                                                             | Applicant name: |
| Mr Jon Lingard<br>Linberg Design Associates Limited<br>Suite A<br>Unit 10 Century Park<br>Caspian Road<br>Altrincham<br>WA14 5HH | Schofield       |

### **Part I - Particulars of Application**

Date of Application: 14 November 2024

|                  |                                                                                          |
|------------------|------------------------------------------------------------------------------------------|
| <b>Proposal:</b> | <b>Nine non-illuminated fascia signs</b>                                                 |
| <b>Location:</b> | <b>Building And Land On The North East Side Of , Smalley Street, Rochdale, OL11 3EB,</b> |

### **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 reasons.

#### **Reasons:**

- 1 By virtue of poor design, the proposed signage would cause undue harm to the character and appearance of the street scene, through an excessive number of signs which have been poorly arranged and which follow a visually obtrusive colour scheme. The design of the proposal is therefore unacceptable, in contradiction with the National Planning Policy Framework and Rochdale Core Strategy Policies DM1 and P3.

Date Decision Issued 16 April 2025

Melanie Hale  
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 relates to the following plans and supporting documents:

- Mock up of unit with signage in place
- Proposed elevations and plans: PP02

**Article 35 statement:**

The proposal would not improve the economic, social and environmental conditions of the area nor does it comply with the development plan and therefore does not comprise sustainable development. There were no amendments to the scheme, or conditions which could reasonably have been imposed, which could have made the development acceptable and it was therefore not possible to approve the application.