ROCHDALE
BOROUGH COUNCIL

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

PART GRANT CONSENT AND PART REFUSE CONSENT TO DISPLAY ADVERTISEMENTS

APPLICATION REFERENCE: 21/00023/ADV

Name and address for correspondence:	Applicants name:
Mr Thomas Relph Russell Homes 13 Westpoint Enterprise Park Clarence Avenue, Trafford Park M17 1QS	Mr Thomas Relph

Part I - Particulars of Application

Date of Application: 7 January 2021

Proposal:	**Retrospective, temporary advertisement consent for hoarding on the western elevation of 11 New Road Sign and a Fascia Sign above the entrance**
Location:	**11 New Road, Littleborough, OL15 8PJ**

Part II - Particulars of decision

The Rochdale Metropolitan Borough Council hereby give notice in pursuance of the above-mentioned regulations that consent is **GRANTED** for the **Fascia Sign above the entrance** referred to in Part I hereof in accordance with the application and plans submitted.

Subject to the following standard conditions:

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 temporary period expiring on 16 April 2022.

The Rochdale Metropolitan Borough Council hereby give notice in pursuance of the above-mentioned regulations that consent has been **REFUSED** for the **temporary hoarding** referred to in Part I hereof in accordance with the application and plans submitted for the following reason:-

Reason:

1 The temporary advertisement hoarding on the side elevation of number 11 New Road, by reason of its size, scale, design, prominent location and close proximity to existing advertisement signs would introduce a dominant and intrusive feature, and an excessive level of advertisement and visual clutter into the street scene. Located within the setting of the Grade II listed buildings of 18, 20 and 22 New Road, the advertisement hoarding would cause less than substantial harm to the setting and significance of the designated heritage assets and the harm is not justified, mitigated or outweighed by public benefits. As such, the proposal would be contrary to Policies P2, P3, and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Date Decision Issued 13 April 2021



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Signed on behalf of the Council

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.