



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: 22/01589/ADV

Name and address for correspondence:	Applicant name:
Miss Hannah Wallis Carter Jonas Carter Jonas 1 Chapel Place London W1G 0BG	- - -

Part I - Particulars of Application

Date of Application: 23 January 2023

Proposal:	Removal of existing billboards and replace with two internally illuminated digital signs
Location:	Land On The South Side Of Bury Street, Heywood, OL10 3DD

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 Due to its size, sitting, scale and illuminations the proposed advert would fail to be well-designed and would appear as an incongruous feature in an unduly prominent location within the street scene. The advertisement boards would inflict adverse harm on the general visual amenity, character and appearance of the area. The proposed advertisement is therefore contrary to Policies DM1 and P3 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.
- 2 Insufficient information has been provided to demonstrate that the proposed illuminated advertisement boards would share an acceptable relationship with neighbouring residential properties by reason of the siting, scale, height and illuminated nature of the proposed advertisement board. In the absence of such evidence, the proposals fail to accord with the requirements of Policies G9 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Date Decision Issued 16 March 2023

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:-

Location Plan 14318/PA/01

Proposed Site Plan 14318/PA/03

Existing Site Plan received 14318/PA/02 20/12/22

Existing and Proposed Elevations received 14318/PA/04 received 20/12/22

Existing and Proposed Elevations 2 14318/PA/04 received 20/12/22

D-Poster details received 20/12/22