



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: 24/00936/ADV

Name and address for correspondence:	Applicant name:
Miss Amy Garcia Carter Jonas 1 Chapel Place London W1G 0BG	C/O Agent

Part I - Particulars of Application

Date of Application: 3 October 2024

Proposal:	Erection of 1 no. illuminated digital advertisement display unit
Location:	Gable End Of Apartment Building 9 John Street Rochdale, OL16 2HP

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 The proposed digital advertisement would see the installation of an unsympathetic and distracting feature which would dominate the streetscape and detract from the character and appearance of the Town Head Conservation Area and the setting of the Grade II listed Ukrainian Catholic Church and Grade II listed Townhead Offices. This harm is not justified or mitigated within the proposal, nor outweighed by public benefit. As such, the proposal would harm amenity, contrary to Policy JP-P1 and JP-P2 of The Places for Everyone Joint Development plan; Policies P2 and P3 of the Adopted Rochdale Core Strategy and the National Planning Policy Framework.
- 2 The proposed digital advertisement display presents a distracting feature to road users and a risk to highways safety at a critical junction in Rochdale town centre, which requires the utmost care and attention. As such the proposal would adversely impact on highways safety, contrary to Policy JP-P1 of The Places for Everyone Joint Development plan; Policies P3 and T2 of the Adopted Rochdale Core Strategy and the National Planning Policy Framework.

Date Decision Issued 28 November 2024

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 Notice relates to the following drawings:-

- Location plan: 22981/PA/01
- Existing site plan: 22981/PA/02
- Proposed site plan: 22981/PA/03
- Existing and proposed elevations: 22981/PA/04
- Appendix 1 D-Poster example
- Covering letter (Carter Jonas: 20/09/2024)