



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: 25/00567/ADV

Name and address for correspondence:	Applicant name:
Alder King Planning Consultants Pembroke House 15 Pembroke Road Bristol BS8 3BA United Kingdom	Wildstone Estates Limited

Part I - Particulars of Application

Date of Application: 3 June 2025

Proposal:	Replacement of two freestanding advertising hoardings with 1 internally illuminated digital LED advertising display,
Location:	Land South Of No. 2 Bridge Street, Halifax Road, Rochdale, OL12 9AA,

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 advertisement would be sited in a prominent location, directly adjacent to Halifax Road, a high-trafficked classified road. By virtue of its excessive height, size and siting, the proposed advertisement would appear visually strident and obtrusive against the street scene and would result in harm to the amenity of the surrounding area. The proposal therefore fails to accord with Policy P3 of the adopted Rochdale Core Strategy, Policy JP-P1 of the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

Date Decision Issued 29 July 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 consent relates to the following plans:

- Location Plan - drawing no. 11667 | PA | 01 received 04/06/2025
- Existing Site Plan - drawing no. 11667 | PA | 02 received 04/06/2025
- Proposed Site Plan - drawing no. 11667 | PA | 03 received 04/06/2025
- Existing and Proposed Elevations - drawing no. 11667 | PA | 04 received 04/06/2025
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DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.

25/00567/ADV

CASE OFFICER

Sam Yuen

DETERMINATION DATE 29.07.2025 EXT OF TIME

Address: Land South Of No. 2 Bridge Street, Halifax Road, Rochdale, OL12 9AA

Proposal: Replacement of two freestanding advertising hoardings with 1 internally illuminated digital LED advertising display

PUBLICITY	Weekly list expired?	Y	Site notice expired?	N/A
	Neighbour letters expired?	N/A	Press Notice expired?	N/A

DELEGATION	Significant departure from local plan?	N	Contrary to national policy?	N
	Applicant a Council Member or officer?	N	Contrary to previous decision?	N
	Major with 10 or more objections and recommending approval?	N	Called in or Planning Panel objection?	N

COMMENTS	Planning Panel comments received?	N
	Neighbour comments received?	N

EIA	Screening opinion completed and saved to Onbase?	N/A
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CONDITIONS	Pre-commencement conditions proposed?	N
	Pre-commencement conditions agreed (or notification period expired)?	N/A

RECOMMENDATION	REFUSE
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CHECKED AND SIGNED OFF BY: RK

DATE: 29/07/2025

SITE

The application relates to two freestanding advertising hoardings situated on a parcel of land at the junction between Halifax Road and Bridge Street. The existing hoardings are adjacent to no. 2 Bridge Street to the south-east, with one facing south-west towards no. 1 Bridge Street, and the other facing Halifax Road to the east. Halifax Road/A58 is a classified road and part of the strategic road network connecting Rochdale town centre to Littleborough.

The area is predominantly residential, comprising a mix of housing types, though there are various public amenities and commercial buildings. Within the immediate vicinity there are several large advertising hoardings, including a digitally illuminated board approx. 20m north-east of the site.

PROPOSAL

Advertisement consent is sought for the replacement of the two existing freestanding advertising hoardings with one internally illuminated 48-sheet digital display. The new display would be east facing towards Halifax Road and would not face an existing building.

The proposed display follows a previous consent for the digital display (ref: 24/00513/ADV) and has the same dimension of 6m by 3m as the existing. However, the latest proposal would be positioned at a greater height of 3m above ground with a total height of 6.15m.

It is proposed the advertisement would remain static and two-dimensional, whilst displaying six adverts at a time, sequencing every ten seconds. The illumination will adapt to ambient conditions in real time, with an output ranging between 5000cd/m² in daylight and 300cd/m² at night, in accordance with the Institute of Lighting Professionals best practice guidance.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF)
National Planning Practice Guidance (NPPG)

Places for Everyone Joint Development Plan (PfE)

The Places for Everyone Joint Development Plan was adopted and became part of the statutory development plan for each of the 9 authorities covered by the plan on 21st March 2024. The following policies are relevant:

Policy JP-P1 Sustainable Places

Adopted Rochdale Core Strategy (CS):

P3	Improving Design of New Development
DM1	General Development Requirements
T2	Improving Accessibility

Unitary Development Plan (UDP):

G/D/1 Defined Urban Area

RELEVANT SITE HISTORY

24/00962/ADV Land At 431 Halifax Road,Rochdale,OL12 9AA - Replacement of an existing billboard advertising display to a slim-line, internally illuminated digital display – Refuse and Appeal Dismissed

24/00513/ADV - Replacement of two freestanding advertising hoardings with 1 internally illuminated digital LED advertising display - Grant subject to conditions

CONSULTATION RESPONSES

Highways And Engineering

Highways have no objection to these proposals.

Whilst Highways do not encourage advertising adjacent to the highway particularly digital advertisements which are more distracting as they can cycle advertisements showing multiple adverts at once this proposal sees two static advertisements replaced with just one digital advertisement board. On balance this is an acceptable compromise.

REPRESENTATIONS

In accordance with the Council's adopted code of practice for advertisement applications, no direct publicity was issued.

ANALYSIS

In assessing applications for advertisement consent, Paragraph 141 of the NPPF establishes that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

It is well established that poorly placed advertisements can have a negative impact on the appearance of the built environment. As such, with all applications for advertisements an assessment should be made as to the impacts on visual amenity and to accord with Policy JP-P1 of the adopted Places for Everyone and Policy P3 of the adopted Core Strategy; signs should be compatible with the surrounding area and protect the character and appearance of the host building and street scene. In addition, Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety.

Amenity

The application seeks to replace two existing externally illuminated hoarding with an internally illuminated digital display. Previous appeal decisions for this site have established that digital advertising is by nature and purpose more visually strident than traditional illuminated hoarding. Notwithstanding, in the Officer's report for the site's previous submission, 24/00513/ADV, it was accepted the proposed digital display would have a neutral impact on visual amenity on the grounds that it would result in a net reduction of advertisements in this location. The display also does not face any dwellings and would not adversely impact on residential amenity.

The current proposal is closely similar to the plans submitted under 24/00513/ADV, with the exception the display would now be sited 3m above ground as opposed to 1.65m. Therefore, the main assessment in relation to amenity considers the visual impact of this increase in height to the street scene compared with the one of 24/00513/ADV.

The section of Halifax Road which runs adjacent to the application site gently slopes downwards towards the south-west. Accordingly, when viewed from the north-east, the existing advertisement displays generally follow this topography of the road, as evident in the perceived height difference between the existing hoarding and the hoarding adjacent to no. 1 Bridge Street. It is also accepted that, though the existing displays have an incongruous and conspicuous presence on the street scene, their siting remain somewhat subordinate and contained within the building line of the adjacent dwellings.

The proposed display would be sited 3m above ground which is 1.35m higher than the approved display of 24/00513/ADV and twice the height of the existing display. With an overall height of 6.15m, the display would be level with the eaves of no. 2 Bridge Street. By virtue of its excessive height and siting, the proposed display would appear noticeably more obtrusive than the existing display and would be at odds with the heights and proportions of the surrounding development. The proposal would therefore inflict undue harm to the visual amenity of the area and would not be acceptable.

Public Safety

The assessment of public safety in relation to the replacement of two static advertisements with one digital advertisement display has been established in 24/00513/ADV and remains applicable in this application, where no objections have been raised from the Council's Highways Officer.

With regard to the increase in height, whilst it is acknowledged the proposed display would appear more obtrusive to road users on the highway than the existing, it is considered the additional impact would not be so severe as to constitute unacceptable harm to highway safety. Subject to suitable conditions relating to, amongst other things, levels of luminance, advertisement cycle frequency, and restriction of moving images, the proposed advert would not be materially distracting for drivers and thus no adverse harm has been identified with regard to highway safety.

RECOMMENDATION: REFUSE

1. The proposed advertisement would be sited in a prominent location, directly adjacent to Halifax Road, a high-trafficked classified road. By virtue of its excessive height, size and siting, the proposed advertisement would appear visually strident and obtrusive against the street scene and would result in harm to the amenity of the surrounding area. The proposal therefore fails to accord with Policy P3 of the adopted Rochdale Core Strategy, Policy JP-P1 of the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

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