

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: 25/00065/ADV

Name and address for correspondence:	Applicant name:
Mr Martin Brown Telent Rutland House 5 Allen Road Livingston EH54 6TQ	Simon Warner

Part I - Particulars of Application

Date of Application: 23 January 2025

Proposal:	Integrated double-sided 75 inch advertisement display within Communication Hub unit comprising of an LCD portrait screen presenting illuminated content,
Location:	Footpath Outside 147 Yorkshire Street, Rochdale, OL12 0DR,

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 display, by virtue of its siting, scale and illumination, would represent an unattractive and imposing feature on the street scene and landscape. Such visual harm would in turn negatively impact on the heritage significance of the grade II listed Ukrainian Catholic Church of St Mary, by detracting from primary views of this impressive landmark. The identified harm to the character and appearance of the area and the heritage significance of the listed Church, as a result of the proposed hub, is not mitigated or outweighed by public benefit or other material considerations. On this basis, the proposed development would fail to comply with policies JP-P1 and JP-P2 of the Places for Everyone joint development plan, policies DM1, P2 & P3 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.
- 2 The proposed digital displays present a distracting feature to road users and pedestrians at a critical and busy location in Rochdale town centre which requires the utmost care and attention, therefore posing an unacceptable and unnecessary risk to highways safety. As such the proposal would adversely impact on highways safety, contrary to: the National

Date Decision Issued 19 March 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.

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.

For the avoidance of doubt, this decision relates to the following plans and supporting documents:

- Proposed site plan: ROC-104
- Proposed site elevation: ROC-104
- Planning Supporting Statement (ROC-104: Telent Technology Services Ltd)
- BT Street Hub Unit and Dimensions
- BT Street Hub Anti-Social Behaviour Management plan, Version 3
- Street Hubs Beyond Connection Supporting Report
- Covering Letter (ROC-104: Telent Technology Services Ltd)