



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: 22/01421/ADV

Name and address for correspondence:	Applicant name:
Mr Richard Hindle Wheatley Springs Barn Wheatley Lane Road Barrowford Nelson BB9 6QS	SASA Ltd

Part I - Particulars of Application

Date of Application: 6 December 2022

Proposal:	Various signs including alterations and replacement of existing signs comprising of internally illuminated entrance portal sign, 5 no. internally illuminated fascia signs, 1 no. totem sign, 3 no. direction signs, new internally illuminated projecting light box sign and various new vinyl signs
Location:	Kingsway Retail Park, , Kentucky Fried Chicken Gb Ltd , Kingsway, Rochdale, OL16 5DB

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 applicant site is located in a prominent position on the junction between Kingsway and Wallhead Road. The cumulative effect of the proposed advertisements would represent an over-concentration, creating a cluttered appearance which would detract from the visual amenity, character and appearance of the area and the street scene. The proposed advertisement is therefore contrary to Policy P3 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Date Decision Issued 30 January 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.

INFORMATIVE:

For the avoidance of doubt, the decision relates to the following drawings:-

Location Plan

Existing site & signage plan. Drawing no: 2616/2022/G120

Proposed site & signage plan. Drawing no: 2616/2022/P121. Revision: B

Existing external elevations. Drawing no: 2616/2022/P210

Proposed external elevations - Sheet 1. Drawing no: 2616/2022/P211. Revision: A

Proposed external elevations - Sheet 2. Drawing: 2616/2022/P212. Revision: A