



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: 25/00410/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: 16 April 2025

Proposal:	Erection of an internally illuminated digital display
Location:	276 Yorkshire Street, Rochdale, OL16 2DR,

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 Yorkshire Street, a high-trafficked classified road. By virtue of its size, siting and its digital display format, the proposed advertisement would appear visually strident and obtrusive against the street scene and would result in undue 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.
- 2 The proposed advertisement would be sited at a critical and busy road junction which requires the utmost care and attention from users. The digital display presents a distracting feature to road users and pedestrians and thus poses an unacceptable and unnecessary risk to public safety. The proposal therefore fails to accord with Policies DM1 and T2 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 11 June 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 consents relates to the following plans:

- Location Plan - drawing no. 19615 | PA | 01 received 16/04/2025
- Existing Site Plan - drawing no. 19615 | PA | 02 received 16/04/2025
- Proposed Site Plan - drawing no. 19615 | PA | 03 received 16/04/2025
- Existing and Proposed Elevations - drawing no. 19615 | PA | 04 received 16/04/2025