



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: 24/00417/ADV

|                                                                                                   |                 |
|---------------------------------------------------------------------------------------------------|-----------------|
| Name and address for correspondence:                                                              | Applicant name: |
| Mr Stephen Herraghty<br>JCDecaux<br>991 GREAT WEST ROAD<br>BRENTFORD<br>TW8 9DN<br>United Kingdom | Mr Nathan Still |

### Part I - Particulars of Application

Date of Application: 23 May 2024

|                  |                                                                                                                                                  |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Proposal:</b> | <b>Integrated advertisement display within Communication Hub unit comprising of an LCD portrait screen presenting static illuminated content</b> |
| <b>Location:</b> | <b>Pavement O/S Rochdale Interchange , Smith Street, Rochdale, OL16 1TU</b>                                                                      |

### 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 has the potential to result in significant harm to the visual amenities of the area by reason of cumulative impact given the extant planning permission and advertisement consent for a double sided digital display unit only 35m on the same stretch of pavement in an area specifically designed to be open and clear, but which already negatively affected by excessive street clutter. The proposal would fail to safeguard the significance of the Rochdale Town Centre Conservation Area, which partly results from its sense of space and openness, and would cause less than substantial harm to the setting of the Grade II listed former Wellington Hotel. The resultant less than substantial harm to the Rochdale Town Centre Conservation Area and the listed building is not justified, mitigated, or outweighed by public benefit in the context of the extant consent for a similar feature nearby. On this basis, proposed advertisement would fail to comply with adopted Places for Everyone joint development plan policies JP-P1 & JP-P2, policies DM1, P2 and P3 of the adopted Rochdale Core Strategy, the National Planning Policy Framework and the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

Date Decision Issued          18 July 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 relates to the following plans and supporting documents:

- Hub Detail - New Sites
- Site Plan and Images
- Power of the Public Screen
- Hub Unit Appendix D
- Unit Management Plan
- Community Channel - Examples of Campaigns
- NHS England / OHCA Charities Advisory Committee / Letter of Community Heartbeat Trust Charity Letter of Support
- Defibrillator Product Specification