



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: 24/00511/ADV

Name and address for correspondence:	Applicant name:
Miss Freya Prigent Stantec UK Limited 7 Soho Square London W1D 3QB	-

Part I - Particulars of Application

Date of Application: 9 July 2024

Proposal:	Replacement of advertising hoarding with a digital advertising screen (D-Poster)
Location:	Gable 131 Yorkshire Street, Rochdale, OL16 1DS,

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 advertisement would see the installation of an unsympathetic and distracting feature which would dominate the streetscape and detract from the character and appearance of the Town Head Conservation Area and the setting of the Grade II listed Ukrainian Catholic Church. This harm is not justified or mitigated within the proposal, nor outweighed by public benefit. As such, the proposal would harm amenity, contrary to: the NPPF; Policy JP-P1 and JP-P2 of The Places for Everyone Joint Development plan; Policies P2 and P3 of the Adopted Rochdale Core Strategy.

Date Decision Issued 2 September 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.

This report relates to the following plans:

- Site Location plan: 5778/ PA/01
- Existing and proposed elevations: 5778/PA/04
- Proposed site plan: 5778/PA/03