ROCHDALE BOROUGH COUNCIL

Town and Country Planning Act 1990 (as amended)
Town and Country Planning (Control of Advertisement) Regulations 2007 (as amended)

PART GRANT CONSENT AND PART REFUSE CONSENT TO DISPLAY ADVERTISEMENTS

APPLICATION REFERENCE: 22/00634/ADV

Name and address for correspondence:	Applicants name:
Ms Dawn Cooper D@C Design Ltd 62 Demesne Rd Whalley Range Manchester M16 8PJ	Ms Mehnaz Akhtar

Part I - Particulars of Application

Date of Application: 8 June 2022

Proposal:	**Installation of illuminated fascia sign and projecting hanging sign; LED display/advertising screen on side elevation**
Location:	**30 Bridge Street, Heywood, OL10 1JF**

Part II - Particulars of decision

The Rochdale Metropolitan Borough Council hereby give notice in pursuance of the above-mentioned regulations that consent is **GRANTED** for the **illuminated fascia sign and projecting hanging sign** referred to in Part I hereof in accordance with the application and plans submitted.

Subject to the following standard conditions:

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

2. No advertisement shall be sited or displayed so as to –
   - endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
   - obscure, or hinder the ready interpretation of, any traffic sign, railway sign or aid to navigation by water or air; or
   - hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

6. The approval is for a period not exceeding five years from the date of this consent.

The Rochdale Metropolitan Borough Council hereby give notice in pursuance of the above-mentioned regulations that consent has been **REFUSED** for the **LED display/advertising screen on side elevation** referred to in Part I hereof in accordance with the application and plans submitted for the following reason:-

Reasons:

Part Refusal for the following reason:

1. The proposed digital advertisement would constitute an incongruous addition to the street scene which would be visually intrusive creating visual street clutter that would detract from the character and appearance of the area, in conflict with Policies P3 and DM1 of the Rochdale Core Strategy and the National Planning Policy Framework.

Date Decision Issued 21 October 2022

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.