



Town and Country Planning Act 1990 (as amended)

PLANNING PERMISSION REFUSED

APPLICATION REFERENCE: 25/00066/FUL

Name and address for correspondence:	Applicant name:
Mr Martin Brown Telent Rutland House 5 Allen Road Livingston EH54 6TQ	Simon Warner

Part I - Particulars of Application

Date of Application: 23 January 2025

Application No: 25/00066/FUL

Proposal:	Integrated advertisement display within Communication Hub unit comprising of an LCD portrait screen presenting illuminated content together with removal of existing phone box
Location:	Footpath Outside 239 Albert Royds Street, , Rochdale, , OL16 2TS, ,

Part II - Particulars of decision

The Rochdale Borough Council hereby give notice in pursuance of the provisions of the Town and Country Planning Act 1990 (as amended) that planning permission has been **REFUSED** for the carrying out of the development referred to in Part I hereof for the following reason(s).

Reasons:

- 1 The proposed digital display, by virtue of its siting, scale and illumination, would represent a garish and imposing feature on the street scene and landscape. The identified harm to the character and appearance of the area, as a result of the proposed hub, is not mitigated or outweighed by public benefit or other material considerations. On this basis, the proposed development would fail to comply with policies JP-P1 of the Places for Everyone joint development plan, DM1 & P3 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.
- 2 The proposed digital displays present a distracting feature to road users and pedestrians at a critical and busy location, which requires the utmost care and attention, therefore posing an unacceptable and unnecessary risk to highways safety. As such the proposal would adversely impact on highways safety, contrary to: the National Planning Policy Framework, Policy JP-P1 of The Places for Everyone Joint Development plan; Policies P3 and T2 of the Adopted Rochdale Core Strategy.

Procedure Statement:

The proposal would not improve the economic, social and environmental conditions of the area nor does it comply with the development plan and therefore does not comprise sustainable development. There were no amendments to the scheme, or conditions which could reasonably have been imposed, which could have made the development acceptable and it was therefore not possible to approve the application.

Date Decision Issued 13 March 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 decision relates to the following plans and supporting documents:

- Proposed site plan: ROC-103
- Proposed site elevation: ROC-103
- Planning Supporting Statement (ROC-103: Telent Technology Services Ltd)
- BT Street Hub Unit and Dimensions
- BT Street Hub Anti-Social Behaviour Management plan, Version 3
- Street Hubs Beyond Connection Supporting Report
- Covering Letter (ROC-103: Telent Technology Services Ltd)