



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: 22/01607/ADV

Name and address for correspondence:	Applicant name:
Mr Julian Austin Paul Butler Associates 31 Blackfriars Road Salford M3 7AQ	Mr Steve Staley

Part I - Particulars of Application

Date of Application: 22 December 2022

Proposal:	Internally illuminated 48 sheet sized digital advertising unit including removal of existing signs -Resubmission of 22/01135/ADV
Location:	Land At Union Street Car Park , Overlooking Saint Mary's Gate, Rochdale, OL16 1AY

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 development would result in additional street clutter, with illuminated signage becoming an increasingly dominant feature of the street scene, and the cumulative impact of existing signs in the area in conjunction with the proposed development would have an unacceptable impact on the visual amenity of the area and would result in less than substantial harm to the significance of the Town Head Conservation Area. The proposed removal of the existing signage would not outweigh the harm in this respect and the harm is not outweighed by any other public benefits. The proposal would therefore be in conflict with policies P2, P3 and DM1 of the Rochdale Core Strategy and the National Planning Policy Framework.

Procedural 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 29 March 2023

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.

INFORMATIVE:

This decision relates to the following plans:

- o RSMWCS1REV1 Site Plan
- o RSMWCS2REV1 Location Plan
- o RSMWCSREV1 Specification Drawing