



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: 24/00415/ADV

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

Part I - Particulars of Application

Date of Application: 23 May 2024

Proposal:	Integrated advertisement display within Communication Hub unit comprising of an LCD portrait screen presenting static illuminated content
Location:	Pavement Opposite , 8-10 South Parade, Rochdale, OL16 1LR,

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, by reason of its siting, design and illumination, would cause less than substantial harm to the significance of the Rochdale Town Conservation Area through its impact on the openness of the townscape and the setting of the Grade II listed former Union Bank of Manchester at 5 South Parade, the Grade II listed former Oldham Joint Stock Bank, the Grade II listed the former Royds Bank at 21 The Butts and the Grade II listed Rochdale Bridge, alongside the setting of additional non-designated heritage assets. This harm is not justified, mitigated, or outweighed by public benefit. On this basis, proposed development 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