



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: 24/00419/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 O/S Number One Riverside , Smith Street, Rochdale, OL16 1XU,

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 be harmful to the street scene of Smith Street by occupying a key vantage point of a highly trafficked pedestrian walkway that offers clear uninterrupted views of the Number One Riverside building which was specifically designed to provide a strong architectural prominence within this area of Rochdale Town Centre. The identified harm to the character and appearance of the area as a result of the proposed development, either on its own or cumulatively, is not justified, mitigated, or outweighed by public benefit. On this basis, proposed advertisement would fail to comply with adopted Places for Everyone joint development plan policy JP-P1, policies DM1, & P3 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

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