



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: 24/01176/ADV

Name and address for correspondence:	Applicant name:
Caitlin Holton Stantec 7 Soho Square London W1D 3QB United Kingdom	-

Part I - Particulars of Application

Date of Application: 12 December 2024

Proposal:	Erection of 1 no. illuminated digital advertisement display unit
Location:	744 Halifax Road, Rochdale , OL16 2SQ

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 would be sited in a prominent location, directly adjacent to Halifax Road, a high-trafficked classified road. By virtue of its size, siting and its digital display format, the proposed advertisement would appear visually strident and obtrusive against the street scene and would result in harm to the amenity of the surrounding area. The display would also intrude on the outlook of the front windows of no. 742 Halifax Road, to the detriment of the occupier's amenity. The proposal therefore fails to accord with Policy P3 of the adopted Rochdale Core Strategy, Policy JP-P1 of the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

Date Decision Issued 5 February 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 consents relates to the following plans:

- Location Plan - Drawing no. 19772 | PA | 01 received 12/12/2024
- Existing Site Plan - Drawing no. 19772 | PA | 02 received 12/12/2024
- Proposed Site Plan - Drawing no. 19772 | PA | 03 received 12/12/2024
- Existing and Proposed Elevations - Drawing no. 19772 | PA | 04 received 12/12/2024