

Town and Country Planning Act 1990 (as amended)

PLANNING PERMISSION REFUSED

APPLICATION REFERENCE: 24/00414/FUL

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:	Installation of a multifunctional communication Hub including defibrillator and advertisement display
Location:	Pavement Opposite , 8-10 South Parade, Rochdale, OL16 1LR

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 development, by reason of its siting, design and illumination, would fail to respond positively to the unique character of the townscape within the Rochdale Town Centre Conservation Area. This harm would be exacerbated due to the cumulative impact which would occur from the siting of two such prominent features within close proximity to each other. The proposal would fail to safeguard the significance of the Rochdale Town Centre Conservation Area, which partly results from its sense of space and openness, and would cause harm to the setting of several listed buildings and non-designated heritage assets. The resultant less than substantial harm to the Rochdale Town Centre Conservation Area is not justified, mitigated, or outweighed by public benefit. On this basis, the 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).
- 2 Insufficient information has been provided within the application to demonstrate that the proposed siting of hub and its internally illuminated LCD advertisement screen would not give rise to an unacceptable level of disturbance to bats that use the adjacent mouth of the River Roch medieval bridge structures for commuting and

accessing their roosts. It cannot therefore be concluded that the development would comply with adopted Places for Everyone joint development plan policy JP-G8, policy G7 of the adopted Rochdale Core Strategy, the National Planning Policy Framework and the obligations set out under the Wildlife and Countryside Act 1981 in relation to protected species.

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 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