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: 21/00014/ADV

Name and address for correspondence:	Applicant name:
Georgia Crowley Lichfields The Minster Building 21 Mincing Lane London EC3R 7AG	Wildstone Estates Limited

Part I - Particulars of Application

Date of Application: 6 January 2021

Proposal:	**Upgrade of existing 48 sheet advert to support digital poster**
Location:	**Land On The North East Side Of Mellor Street, Rochdale, OL12 6AA, ,**

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.

Reasons:

1 The siting of the proposed internally illuminated digital advertising display would cause less than substantial harm to the significance of one of the two Grade II Listed Mellor Street bridges, and the character and appearance of the Spotland Bridge Conservation Area. Insufficient public benefits have been identified to outweigh the harm to the designated heritage assets. As such, the proposal is contrary to policy P2 of the adopted Rochdale Core Strategy, saved policy BE/17 of the Rochdale Unitary Development Plan and the National Planning Policy Framework.

Date Decision Issued 10 March 2021

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Signed on behalf of the Council

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, the decision relates to the following drawings:-
- Site Location Plan
- Existing Site Plan
- Proposed Site Plan
- Existing and Proposed Elevations