



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: 23/01112/ADV

Name and address for correspondence:	Applicant name:
Holly De-Buriatte Boleyn House, St Augustines Business Park Whitstable CT5 2QJ United Kingdom	Nationwide Building Society

Part I - Particulars of Application

Date of Application: 24 November 2023

Proposal:	Application for replacement of various internally illuminated fascia signs and 1 no projecting sign including ATM signage - Retrospective
Location:	112-114 , Yorkshire Street, Rochdale, Rochdale, OL16 1XN

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 By virtue of its design and harm to the Town Head Conservation Area, the proposed signage is not considered visually sympathetic to the historic value of the unit in this setting and the fascia sign is considered to appear overly dominant to the retail unit and would see the loss of architectural detailing otherwise found on traditional shopfronts. As such, the proposal does not comply with policies DM1, P2 and P3 of the Core Strategy and the requirements of the National Planning Policy Framework.

Date Decision Issued 18 January 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 consent relates to the following plans:

- Location Plan
- Block Plan / Sign Locations
- PR.00.E2 Proposed External Side Elevation
- PR.00.E1 Proposed External Front Elevation
- Window Message
- Window Message
- External ATM
- External ATM - Decals
- Sign XX - PROJECTION 600 (dated 02-08-2023)
- Sign XX - Fascia Sign - 490 LOGO (dated 02-08-2023)