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: 20/01587/ADV

Name and address for correspondence:	Applicant name:
Mr Richard Page Wildstone Barton Hall 29 Gloucester Street Cirencester GL7 2DJ	Mr Richard Page

Part I - Particulars of Application

Date of Application: 11 January 2021

Proposal:	**New 48-sheet digital advertising display and removal of existing 48-sheet illuminated advertising display**
Location:	**Land At 431 Halifax Road, Rochdale, OL12 9AA**

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.

Reason:

1 The proposed advertisement would be sited in a prominent position, directly adjacent to Halifax Road, which is a key network route and would be close to residential properties on Bridge Street. The proposed advertisement, by virtue of the digital display along with its size, scale and siting would detract from the character and appearance of the area and the street scene. The siting of the digital display would unduly impact on the amenity of the occupants of 1, 2 and 3 Bridge Street as it would face towards habitable room windows. The proposed advertisement is therefore contrary to Policy P3 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Date Decision Issued 22 April 2021

.....
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.