



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: 24/00612/ADV

|                                                                                                      |                      |
|------------------------------------------------------------------------------------------------------|----------------------|
| Name and address for correspondence:                                                                 | Applicant name:      |
| Mr D King<br>NK Architectural<br>187 Gatley Road<br>Gatley<br>Stockport<br>SK8 4BB<br>United Kingdom | Mr Eugene Shockledge |

### **Part I - Particulars of Application**

Date of Application: 25 July 2024

|                  |                                                                        |
|------------------|------------------------------------------------------------------------|
| <b>Proposal:</b> | <b>1 non-illuminated billboard advertisement display on gable wall</b> |
| <b>Location:</b> | <b>500 Oldham Road, Rochdale, OL11 2AT,</b>                            |

### **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 siting, scale and design, the proposed advertisement billboard would result in the proliferation of signage in a prominent thoroughfare into Rochdale and constitute undue visual harm to the street scene of Oldham Road. The proposed advertisement would not be well-designed and would fail to comply with Policies DM1 and 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 19 September 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.

This consents relates to the following plans:

- o Location Plan and Proposed Site Plan - Drawing No. A103 Rev. B - received 25/07/2024
- o Existing Elevations - Drawing No. A109 Rev. A received 28/06/2024
- o Proposed Elevations - Drawing No. A101 Rev. B received 28/06/2024