



Town and Country Planning Act 1990 (as amended)

PLANNING PERMISSION REFUSED

APPLICATION REFERENCE: 24/01246/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: 20 December 2024

Application No: 24/01246/FUL

Proposal:	The installation of communications hub including defibrillator and advertisement display
Location:	Pavement Behind Tram Stop , Smith Street, Rochdale, OL16 1BE

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 digital display, by virtue of its siting, design and illumination, would be harmful to the character and appearance of Smith Street by occupying a key vantage point of a highly trafficked pedestrian walkway that offers clear uninterrupted views of the Number One Riverside building and the Riverside commercial development which have been specifically designed to provide a strong architectural prominence within this area of Rochdale Town Centre. The communication hub would also represent an incongruous feature in an area otherwise left open to ensure a sense of space within vistas outside of the Number One Riverside building and to provide visual relief and a sense of openness against the attractive backdrop of the River Roch as it enters the main town centre. The identified harm to the character and appearance of the area as a result of the proposed development, either on its own or cumulatively, is not justified, mitigated, or outweighed by public benefit or other material considerations. On this basis, the proposed development would fail to comply with adopted Places for Everyone joint development plan policy JP-P1, policies DM1, & P3 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

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 24 February 2025

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 supporting report
- Planning Statement (JCDecaux, 18 December 2024)
- 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