



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: 24/01092/ADV

Name and address for correspondence:	Applicant name:
Mr Max Goode Carter Jonas One Chapel Place London W1G 0BG United Kingdom	c/o agent

Part I - Particulars of Application

Date of Application: 13 November 2024

Proposal:	Erection of D-Poster Advertisement.
Location:	Arien Refrigeration Services, John Street, Rochdale, OL16 2HP,

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 The proposed digital advertisement would be an unsympathetic and distracting feature, which would dominate the streetscape and detract from the character and appearance of the open landscape. As such, the proposal would harm the area's visual amenity, contrary to Policy JP-P1 of the adopted Places for Everyone Joint Development plan and Policies P3 and DM1 of the Adopted Rochdale Core Strategy and the National Planning Policy Framework.
- 2 The proposed digital advertisement display presents a distracting feature to road users and a risk to highways safety at a critical location near to Rochdale town centre which has a poor road safety history. The proposals would increase the risk to road users and pedestrians and therefore be contrary to Policies T2 and DM1 of the adopted Rochdale Core Strategy, Policy JP-C8 of the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

Date Decision Issued 8 January 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 notice relates to the following drawings:-

- Proposed site plans: 22982/PA/01-03
- Proposed elevation: 22982/PA/04
- Cover letter: Carter Jonas LLP (29/10/2024)
- Heritage Statement: Carter Jonas (November 2024)