



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: 25/00067/ADV

Name and address for correspondence:	Applicant name:
Mr Martin Brown Telent Rutland House 5 Allen Road Livingston EH54 6TQ	Simon Warner

Part I - Particulars of Application

Date of Application: 23 January 2025

Proposal:	Integrated double-sided 75 inch advertisement display within Communication Hub unit comprising of an LCD portrait screen presenting illuminated content
Location:	Footpath Outside 239 Albert Royds Street, , Rochdale, , OL16 2TS

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 display, by virtue of its siting, scale and illumination, would represent a garish and imposing feature on the street scene and landscape. The identified harm to the character and appearance of the area, as a result of the proposed hub, is not mitigated or outweighed by public benefit or other material considerations. On this basis, the proposed development would fail to comply with policies JP-P1 of the Places for Everyone joint development plan, DM1 & P3 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.
- 2 The proposed digital displays present a distracting feature to road users and pedestrians at a critical and busy location, which requires the utmost care and attention, therefore posing an unacceptable and unnecessary risk to highways safety. As such the proposal would adversely impact on highways safety, contrary to: the National Planning Policy Framework, Policy JP-P1 of The Places for Everyone Joint Development plan; Policies P3 and T2 of the Adopted Rochdale Core Strategy.

Date Decision Issued 13 March 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:

- Proposed site plan: ROC-103
- Proposed site elevation: ROC-103
- Planning Supporting Statement (ROC-103: Telent Technology Services Ltd)
- BT Street Hub Unit and Dimensions
- BT Street Hub Anti-Social Behaviour Management plan, Version 3
- Street Hubs Beyond Connection Supporting Report
- Covering Letter (ROC-103: Telent Technology Services Ltd)