



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: 25/00433/ADV

Name and address for correspondence:	Applicant name:
Mrs Lida Sklirou Lumitekton Ltd 275a Upper Brook St Manchester M13 0HR United Kingdom	Mrs Sofiah Hussain

Part I - Particulars of Application

Date of Application: 8 July 2025

Proposal:	Internally illuminated fascia sign (retrospective)
Location:	15 Fleece Street, Rochdale, Rochdale, OL16 1LY

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 disproportionate size, the installed signage exceeds the original proportions of the shopfront and obscures its traditional features. This adds to the continued decline of this area of the Town Centre Conservation Area and undermines recent efforts to regenerate nearby shopfronts and signage. This visual harm is considered to be less than substantial towards the significance of the Conservation Area and there are no demonstrated public benefits which would outweigh this harm. As a result, the installed signage fails to comply with the National Planning Policy Framework, Places for Everyone policies JP-P1 and JP-P2 and Core Strategy policy P2.

Date Decision Issued 15 July 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.

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.

For the avoidance of doubt, this decision relates to the following plans and supporting documents:

- Heritage Statement 15 Fleece Street (Lumitekton)
- Proposed drawings - post development: LU336-P03
- Site plans: LU336-P01A (Rev. A)