



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: 22/01324/ADV

Name and address for correspondence:	Applicant name:
Miss Chloe Brown Carter Jonas One Chapel Place London W16 0BG	c/o agent

Part I - Particulars of Application

Date of Application: 27 October 2022

Proposal:	Replacement of two advertising boards for one double sided internally illuminated digital poster panel
Location:	Land At Hollin Lane, Middleton, M24 5EE,

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 reason of its siting, design and illuminance, the proposed illuminated digital advertising panels would have an unacceptable impact on the amenity of the occupiers of the residential properties on Hollin Lane as a result of light nuisance and general disturbance. Additionally, by reason of the proximity and orientation of the signage, the hoardings would appear incongruous within views from the rear facing habitable rooms at upper floor level, and would unduly harm the outlook which existing occupiers currently benefit from, contrary to the residential amenity aims of policies P3 and DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Date Decision Issued 21 December 2022

Daniela Ripa
Interim 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 list of plans:

15615/PA/01 - Location Plan
15615/PA/02 - Existing Site Plan
15615/PA/03 - Proposed Site Plan
15615/PA/04 - Existing Elevations
15615/PA/05 - Proposed Elevations