



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: 24/01247/ADV

Name and address for correspondence:	Applicant name:
Mr Stephen Herraghty JCDecaux 991 GREAT WEST ROAD BRENTFORD TW8 9DN	Mr Nathan Still

Part I - Particulars of Application

Date of Application: 20 December 2024

Proposal:	Internally illuminated advertisement display within integrated communication hub
Location:	Pavement Behind Tram Stop , Smith Street, Rochdale, OL16 1BE,

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, design and illumination, would be harmful to the character and appearance of Smith Street and the paved area over Lviv Bridge, and would detract from the town centre's recent regeneration, as well as views of landmark buildings and the River Roch Corridor. The communication hub would also be considered an incongruous and garish feature in an otherwise cohesive and open setting. 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.

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.

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:

- 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