



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: 22/01323/ADV

Name and address for correspondence:	Applicant name:
Miss Hannah Wallis Carter Jonas 1 Chapel Place London W1G 0BG	Wildstone Securities Limited

Part I - Particulars of Application

Date of Application: 10 October 2022

Proposal:	Replacement of existing advertising board with one internally illuminated digital poster panel
Location:	Land To The Side Of 38 Manchester Street, Heywood

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.

Reasons:

- 1 By reason of its siting, scale and design, the proposed illuminated digital advertising panel would have an unacceptable impact on the amenity of the occupiers of the flats on the opposite side of Manchester Street as a result of light nuisance and general disturbance. The proposed development is therefore 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 14 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 is based on the following plans:

15614 PA 01 Location Plan

15614 PA 02 Existing Site Plan

15614 PA 03 Proposed Site Plan

15614 PA 04 Existing and Proposed Elevations

D-Poster details