

**TOWN AND COUNTRY PLANNING ACT 1990 THE TOWN AND COUNTRY
PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS
2007**

Consent to Display an Advertisement

APPLICATION REFERENCE: PL/2026/0233

Applicant Mr Steve Staley Houldsworth Mill Business Centre Houldsworth Street Reddish Stockport SK5 6DA	Agent Mr Tim Spottiswood 89 Claude Road Chorlton Manchester M21 8DE
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Part I - Particulars of Application

Proposal: One internally illuminated freestanding digital LED display unit
Location: Land at, Manchester Road and Silk Street, Rochdale, OL11 3EN
Valid On: 11 March 2026

DECISION: REFUSE CONSENT

Refusal(s) (2)

- 1 The proposed digital advertisement, by virtue of its siting, massing, and design, would appear as an incongruous, overly dominant addition to the existing street scene which amounts to poor design. The proposed development is therefore contrary to Policy DM1 of the Core Strategy and the aims of Chapter 12 of the National Planning Policy Framework.
- 2 The proposed digital advertisement would be sited adjacent to the junction between Manchester Road and Silk Street where driver attention to traffic signals, varying speeds, and pedestrians is required at all times. The proposed advertisement would cause an unacceptable level of distraction for drivers to the detriment of highway and public safety. The proposed development is therefore contrary to the interests of public safety as set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Policy DM1 of the adopted Rochdale Core Strategy and the National Planning Policy Framework.

Date of Decision: 06/05/2026

Melanie Hale
Head of Planning

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.

Your attention is drawn to the following (1)	
1	For the avoidance of doubt, this decision relates to the following list of plans and documents: • MRSS3 Specification Drawings • MRSS2 Location Plan • MRSS1 Site Plan • Planning Statement

INFORMATIVE:

The Local Planning Authority's reasons for its decision are set out in the accompanying officer's report.

INFORMATIVE:

If you are unhappy with the decision to refuse permission, you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990. Details of how to appeal can be obtained from the Planning Inspectorate, Customer Support Unit, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN or via their website at <https://www.gov.uk/government/publications/planning-appeals-procedural-guide>.