

**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/2026/0356

Applicant Wildstone Estates Limited Fifty Paddington, 50 Eastbourne Terrace, London, W2 6LG	Agent Alder King Planning Consultants Pembroke House, 15 Pembroke Road, Bristol, BS8 3BA
---	--

Part I - Particulars of Application

Proposal: Internally illuminated 48 sheet digital advertisement hoarding
Location: Gable of 147 YORKSHIRE STREET, ROCHDALE, OL16 2LU
Valid On: 20 April 2026

DECISION: REFUSE CONSENT

Refusal(s) (2)

- 1 The proposed digital advertisement would see the installation of an unsympathetic and distracting feature which would dominate the streetscape and detract from the character and appearance of the Town Head Conservation Area and the setting of the Grade II Listed Ukrainian Catholic Church, the Grade II Listed 170 to 174 Yorkshire Street and Grade II Listed 190 to 194 Yorkshire Street. This harm is not justified or mitigated within the proposal, nor outweighed by public benefit. As such, the proposal would harm amenity, contrary to Policies JP-P1 and JP-P2 of the Places for Everyone Joint Development Plan, Policies P2 and P3 of the Adopted Rochdale Core Strategy and the National Planning Policy Framework.
- 2 The proposed digital advertisement, by reason of its prominent siting, scale, illumination and dynamic content, in close proximity to a traffic light controlled pedestrian crossing near to a busy junction, would introduce a significant and competing source of visual distraction to drivers. The advertisement and the pedestrian crossing would come into view simultaneously, increasing cognitive demand on drivers at a critical point in the highway network. As a result, the proposal would give rise to a real and unacceptable risk to highway safety, particularly for pedestrians using the

controlled crossing. The proposal is therefore contrary to Policies DM1 and T2 of the Adopted Rochdale Core Strategy and the requirements of the National Planning Policy Framework.

Date of Decision: 15/06/2026

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 | <p>For the avoidance of doubt, this Decision Notice relates to the following drawings and documents:-</p> <ul style="list-style-type: none">• Site Location Plan. Dwg no. 27230 – PA – 01• Existing Site Plan. Dwg no. 27230 – PA – 02• Proposed Site Plan. Dwg no. 27230 – PA – 03• Existing and Proposed Elevations. Dwg no. 27230 – PA – 04• Highway Safety Report – Signal Controlled Crossings by SLR Consulting Limited• Highway Safety Assessment dated 3 June 2026 by SLR Consulting Limited• Covering letter dated 10 April 2026 by Alder King Planning Consultants• Appendix 1 – D-Poster Example• Appendix 2 – Lighting Conditions• Appendix 3 – Model Conditions• Appendix 4 – Gable End Examples |
|---|---|

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>.