

NOTICE OF CONSENT TO DISPLAY ADVERTISEMENTS

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

To:

Mr Tim Spottiswood
89 Claude Road
Chorlton
Manchester
M21 8DE

On Behalf Of:

Mr Steve Staley
Vision Digital Solutions Ltd
Houldsworth Mill Business Centre
Houldsworth Street
Reddish
Stockport
SK5 6DA

PART 1 - Particulars of Application

Application Number: 73038

Date of Registration: 30/03/2026

Proposal:

Erection and display of 2no. wall-mounted 6 x 3 metre internally illuminated LED display units

Location:

Former Floors-2-Go building, Bolton Street,
Bury, BL9 0JA

PART 2 - Particulars of Decision

Bury Metropolitan Borough Council hereby give notice in pursuance of the provisions of the Town and Country Planning Act 1990 that permission has been **GRANTED** for the carrying out of the development referred to in Part 1 hereof in accordance with the application and plans submitted subject to the following conditions:-

Standard Conditions

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to -
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason for standard conditions: In the interests of amenity and in accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Specific Conditions (If Applicable):

- 1 The development must be begun not later than three years beginning with the date of this permission.
Reason. Required to be imposed by Section 91 Town & Country Planning Act 1990.
- 2 This decision relates to drawings:

East-facing Elevation, drawing number BBSMS3, dated 28.03.2026
West-facing Elevation, drawing number BBSMS3, dated 28.03.2026
Fixings, drawing number BBSMS3, dated 28.03.2026
LED Tile Layout, drawing number BBSMS3, dated 06.05.2026
Cross Section, drawing number BBSMS3, dated 06.05.2026
Proposed Site Plan, drawing number BBSMS3, dated 26.03.2026
- 3 The intensity of the illumination of the advertising units permitted by this consent shall at all times accord with the thresholds set out in the Institute of Lighting Professionals publication "The Brightness of Illuminated Advertisements" (PLG05:2015) and be equipped with an ambient/Photo cell sensor which shall monitor ambient light conditions and adjust the brightness accordingly.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 4 The LED screen displays shall not change more frequently than every 10 seconds and the rate of change would be instantaneous.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 5 The sequencing of messages relating to the same product is prohibited.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 6 The interval between successive displays shall be 0.1 seconds or less.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 7 The levels of luminance of the LED screen displays shall not exceed 420cd/m² during daylight hours or exceed 300cd/m² during twilight and night hours; as defined by official lighting up times.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 8 The LED screen displays shall only show two dimensional static images, shall contain no moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs and no messaging should spread across more than one screen image.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 9 The illumination of the LED screen displays shall not at any time be intermittent.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant

to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.

- 10 A mechanism shall be in place so that if the LED screens break down, they default to a black screen to avoid any flashing error messages or pixilation.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.

The following policies of the Bury Unitary Development Plan were considered relevant:

EN1/9 EN1/9 - Advertisements
NPPF National Planning Policy Framework
EN1/2 EN1/2 - Townscape and Built Design
PFE Places for Everyone

This permission relates only to that required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and does not include any consent or approval under any other enactment or under the Building Regulations. Any other consent or approval which is necessary must be obtained from the appropriate authority.

Applicant Plan Numbers:

East-facing Elevation, drawing number BBSMS3, dated 28.03.2026
West-facing Elevation, drawing number BBSMS3, dated 28.03.2026
Fixings, drawing number BBSMS3, dated 28.03.2026
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NOTES TO APPLICANT

1. In accordance with S93G of the Town and Country Planning Act 1990 (As amended by Section 111 Levelling Up & Regeneration Act 2023) there is a legal requirement for you to inform the Council of the date when you intend to commence the development on site via submission of a Commencement Notice. This notice is mandatory for all developments and came into effect on 31 March 2024. You can find more information and download a copy of the Commencement Notice under the Before Starting Work section on our website at <https://www.bury.gov.uk/planning-building-control/planning-permission/planning-application-process>

Signed:



3 of 3

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On behalf of the Council

Date of Decision: 21/05/2026