

DELEGATED REPORT

Report by Claire Booth	Date of report: 24/03/2025	Ref: 71582/ADV
Registration: 29/01/2025	LDfC: 05/03/2025	Expiry Date: 26/03/2025
Site Visit:	Site Notice: N/A	Press Date: N/A
Objections:	Con Area:	Adv Type: NONE
Reason for Delay:		EIA: NA
N/A		Dec Level: DEL
		Stat Class: ADVT

Proposal: Advertisement consent for 2 no. internally illuminated fascia signs on runner; 1 no. internally illuminated projecting sign

Location: 1 Central Street, Bury, BL9 0JN

Description

The site comprises a retail unit which fronts onto Central Street in the centre of Bury. The unit is currently occupied by Barclays Bank and the frontage currently provides a frameless glazing solution.

The site is located in the Rock/Moorgate area in a high street location, and as such, the unit occupies a prominent position along a street with heavy footfall.

The application site is a Bank located in an end unit which overlooks a square of retail and food and drink development within the Rock Shopping Area of Bury Town Centre.

Advertisement Consent is sought for a new Barclays projecting sign and a Barclays fascia sign on buzz bars to the front elevation and a new Barclays fascia signs on buzz bars on the side elevation of the building.

Relevant Planning History

63643 - Lawful development certificate for the proposed use for any purpose within Use Class A2 of the Town and Country Planning (Use Classes) Order 1987 (as amended)
- Lawful Development, 25/02/2019

71581 - Alterations to existing shopfront, including conversion from frameless to framed shopfront, replacement glazing, alterations to ATM - Under consideration

Publicity

N/A

Statutory/Non-Statutory Consultations

Traffic Section - No objections

Pre-start Conditions - N/A

Development Plan and Policies

EN1/9	Advertisements
NPPF	National Planning Policy Framework
NPPG	National Planning Policy Guide

Issues and Analysis

The following report includes analysis of the merits of the application against the relevant policies of both the National Planning Policy Framework (NPPF), the adopted Places for Everyone Joint Development Plan Document (PfE) and the saved policies within the adopted Bury Unitary Development Plan (UDP), together with other relevant material planning considerations.

The policies of the UDP that have been used to assess this application are considered to be in accordance with the NPPF and as such are material planning considerations. For simplicity, just the UDP and PfE Policies will be referred to in the report, unless there is a particular matter to highlight arising from the NPPF where it would otherwise be specifically mentioned.

Equality Act 2010: All planning applications are considered in light of the Equality Act 2010 and associated Public Sector Equality Duty, where the Council is required to have due regard for:

- The elimination of discrimination, harassment and victimisation;
- The advancement of equality of opportunity between persons who share a relevant protected characteristic and person who do not share it;
- The fostering of good relations between persons who share a relevant protected characteristic and person who do not share it; which applies to people from the protected equality groups.

Human Rights: All planning applications are considered against the provisions of the Human Rights Act 1998.

Under Article 6 the applicants (and those third parties who have made representations) have the right to a fair hearing and to this end full consideration will be given to their comments.

Article 8 and Protocol 1 of the First Article confer a right to respect private and family life and a right to the protection of property, ie peaceful enjoyment of one's possessions which could include a person's home, and other land and business assets.

In taking account of the Council policy as set out in the Bury Unitary Development Plan 1997 and all material planning considerations, it is concluded on balance that the rights conferred upon the applicant/ objectors/ residents/ other interested party by Article 8 and Article 1 of the First Protocol may be interfered with, since such interference is in accordance with the law and is justified in the public interest. Any restriction of these rights posed by refusal/ approval of the application is legitimate since it is proportionate to the wider benefits of such a decision, is based upon the merits of the proposal, and falls within the margin of discretion afforded to the Council under the Town & Country Planning Acts.

The Crime and Disorder Act 1998 imposes (without prejudice to any other obligation imposed on it) a duty upon the Council to exercise its functions and have due regard to the likely effect of the exercise of its functions on, and the need to do all that it reasonably can to prevent crime and disorder in its area. In so doing and on making planning decisions under the Town and Country Planning Acts, the material Planning considerations shall have due regard to the provisions of the Crime and Disorder Act 1998 and its implications in the exercise of its functions.

Principle of development

The Framework states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. These matters are considered below:

Amenity

The Framework states that poorly placed advertisements can have a negative impact on the appearance of the built natural environment, but that the control over outdoor

advertisements should be efficient, effective and simple in concept and operations. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the Local Planning Authority's detailed assessment.

NPPG Paragraph 79 states that the Local Planning Authority should consider the local characteristics of the neighbourhood, and whether the proposal is considered to be in scale and in keeping with those features.

The proposed fascia sign on the front elevation and the projecting sign proposed on the side elevation are both considered to be sympathetic in their form, design and appearance for the host building and within the street scene of fully glazed units in this part of the Rock Shopping Area.

Public Safety

NPPG Paragraph 67 states that all advertisements are intended to attract attention, but proposed advertisements at points where drivers need to take more care are likely to affect public safety.

The proposed fascia sign and projecting sign are to be internally illuminated and are at a height and luminance level to not cause any public safety issues. The Local Highways Authority has also raised no objections to the proposed illuminated signs.

Conclusions

The proposed advertisements would not have a detrimental impact on amenity or public safety and are therefore considered acceptable. It is thus recommended the proposals be granted consent.

Statement in accordance with Article 35(2) Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2015

The proposal complies with the development plan and would improve the economic, social and environmental conditions of the area. It therefore comprises sustainable development and the Local Planning Authority worked proactively and positively to issue the decision without delay. The Local Planning Authority has therefore implemented the requirement in Paragraph 38 of the National Planning Policy Framework.

Recommendation: Approve with Conditions

Conditions and Reasons:

1 This permission relates to the following plans:

Drawing no. RMWBS10049_031 Rev.G: Front Elevation - Option 2 - As Proposed - Damage Mitigation 2024;and,
Drawing no. RMWBS10049_032 Rev. G: Side Elevation - Option 2 - As Proposed - Damage Mitigation 2024

Except as provided for by other conditions to this permission, the development shall be carried out in complete accordance with the approved drawings.

Reason. For the avoidance of doubt and to ensure a satisfactory standard of development in accordance with the policies contained within the Bury Unitary Development Plan, Places for Everyone Joint Development Plan and the National Planning Policy Framework.

<u>Case Officer</u>	<u>Date</u>	<u>Sign off Officer</u>	<u>Date</u>
CB	24/03/2025	DM - 26/03/2025	