

NOTICE OF REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS

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

To:

Simpson
IX Wireless
Ribble House
Ribble Business Park
Blackburn
Lancashire
BB1 5RB

PART 1 - Particulars of Application

Application Number: 72298

Date of Registration: 13/08/2025

Proposal:

Non-illuminated advertising panels to all 4
sides of existing telecommunications cabinet

Location:

Pavement adj to Aldi car park, 380 Bury New
Road, Prestwich, M25 1AR

PART 2 - Particulars of Decision

The Bury Metropolitan Borough Council hereby give notice in pursuance of the provisions of the Town and Country Planning Act 1990 that permission has been **REFUSED** for the carrying out of the development referred to in Part 1 hereof for the following reasons:-

- 1 The proposed advertisements would, by reason of its size and siting, be out of character and severely detrimental to the general visual amenities of the area as it would introduce a discordant feature within the streetscape and adjacent to a Conservation Area. The proposal would therefore be contrary to the following policy of the Bury Unitary Development Plan: EN1/9 - Advertisements, EN1/2 Townscape and Built Design and EN2/1 Character of Conservation Areas..
- 2 The proposal would result in the unauthorised display of an advertisement on the adopted highway on infrastructure not approved for that purpose, which would pose an undue distraction to traffic on the adjacent classified road, set an unwelcome precedent and be detrimental to highway safety. The proposal is therefore contrary to UDP Policy EN1/9 Advertisements.
- 3 The applicant has failed to demonstrate that they have the consent of the landowners and therefore they are unable to comply with Condition 1 of Schedule 2 The Standard Conditions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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

The proposal would not improve the economic, social and environmental conditions of the area nor does it comply with the development plan and therefore does not comprise sustainable development. There were no amendments to the scheme, or conditions which could reasonably have been imposed, which could have made the development acceptable and it was therefore not possible to approve the application. The Local Planning Authority has therefore implemented the requirement in Paragraph 38 of the National Planning Policy Framework.

The following policies of the Bury Unitary Development Plan, National and Regional Government were considered relevant:

Area	Area PR4 - Church Lane/Bury New Road/Clark's Hill
PR4	
EN1/9	EN1/9 - Advertisements
EN1/2	EN1/2 - Townscape and Built Design
EN1/4	EN1/4 - Street Furniture
EN2/1	EN2/1 - Character of Conservation Areas

This decision relates only to the Town and Country Planning Acts 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:

NOTES TO APPLICANT

Not Applicable

Signed:



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On behalf of the Council

Date of Decision: 07/01/2026