

NOTICE OF REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS

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

To:

Mr Christopher Collett
Carter Jonas
One Chapel Place
London
W1G 0BG

On Behalf Of:

Wildstone Estates Limited
1 Bartholomew Lane
London
EC2N 2AX

PART 1 - Particulars of Application**Application Number:** 67978**Date of Registration:** 25/02/2022**Proposal:**

1 no. digital poster display

Location:

399 Rochdale Road, Pimhole, Bury, BL9 7DB

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 digital display advertising sign, by reason of its size and siting on the building, would be out of character with the building and be severely detrimental to both the appearance of the host building, the general visual amenities of the area and the amenity of the residential properties within the building. It would be therefore contrary to the following policy of the Bury Unitary Development Plan: EN1/9 - Advertisements and the NPPF chapter 12 Achieving well designed places.
- 2 The application and submitted plans contain insufficient detailed information to enable the physical impact of the proposed development on the adopted highway, car park layout and visibility from the site access onto Wash Lane to be properly assessed.

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:

EN1/9 EN1/9 - Advertisements
NPPF National Planning Policy Framework

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:

19826/PA/01, 19826/PA/02, 19826/PA/03, 19826/PA/04

NOTES TO APPLICANT

Not Applicable

Signed:

A handwritten signature in black ink, appearing to read 'J. H. H.', is written over a dotted line.

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On behalf of the Council

Date of Decision: 04/05/2022