

NOTICE OF REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS

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

To:

Alsu Galimova
5 Bayham Road
Morden
Surrey
SM4 5JH

On Behalf Of:

Mr Khan
Allsee Technologies Limited
38 Kettles Wood Drive
Woodgate Business Park
Bartley Green
Birmingham
BB2 3DB

PART 1 - Particulars of Application

Application Number: 72731

Date of Registration: 16/02/2026

Proposal:

Replacement of existing signage with 1 no. freestanding static LED display located within the site boundary

Location:

Frank Ratcliffe Roofing Centre, Pitt Street, Radcliffe

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 sign by reason of its size, siting and means of illumination would be out of character and seriously detrimental to the general visual amenities of the area and therefore contrary to the following policy of the Bury Unitary Development Plan: EN1/9 - Advertisements.
- 2 The proposed LED display, due to its type and position in close proximity to the Pitt Street/A665Bolton Road junction, would pose an undue distraction to approaching eastbound traffic having negotiated the bend on the adjacent classified road and vehicles manoeuvring at the junction, which would be detrimental to highway safety and maintaining the amenity of adjoining occupiers and therefore contrary to the following policy of the Bury Unitary Development Plan: EN1/9 - Advertisements.

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

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:

1010, 1011, 2011, 2012, A2

Safety Assessment, LED Signage Information, Design & Access Statement

NOTES TO APPLICANT

Not Applicable

Signed:

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

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On behalf of the Council

Date of Decision: 08/04/2026