

NOTICE OF REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS

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

To:

Mr Dewar
DPA Planning Ltd
4100 Park Approach
Leeds
LS15 8GB

On Behalf Of:

See Agent
Elite Billboards
See agent
Leeds
LS15 8GB

PART 1 - Particulars of Application

Application Number: 71209

Date of Registration: 22/10/2024

Proposal:

Installation of 1no. internally illuminated
digital LED advertisement

Location:

115 Bolton Road, Bury, BL8 2NW

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 internally illuminated digial LED advertisement, by reason of its size and siting on the side gable wall would be out of character with the building and be severely detrimental to both the appearance of the building and to the general visual amenities of the area and therefore contrary to the following policy of the Bury Unitary Development Plan: EN1/9 - Advertisements and EN1/7 - Throughroutes and Gateways.
- 2 The application and submitted plans do not accurately show the existing and proposed side elevation on which the proposed advertisement would be sited. The application and submitted plans contain insufficient information to enable them to be properly assessed in terms of visual amenity. The proposal would therefore conflict with the following Policies of the Bury Unitary Development Plan: EN1/9 - Advertisements and EN1/7 - Throughroutes and Gateways.

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
EN1/7 EN1/7 - Throughroutes and Gateways
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:

BR001, BR002, BR003, BR004, BR005

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: 19/11/2024