

NOTICE OF REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS

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

To:

Mr Brown
Telent
Rutland House
5 Allen Road
Livingston
EH54 6TQ

On Behalf Of:

Cheyne
BT Group Plc
1 Braham Street
London
E1 8EE

PART 1 - Particulars of Application

Application Number: 72088

Date of Registration: 20/06/2025

Proposal:

Advertisement consent for 2 no. digital 75
inch LCD display screen either side of 1 no.
BT street hub unit

Location:

Pavement adj 65-69 Rochdale Road, Bury,
BL9 7AX

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, by virtue of their illumination, size and siting would appear as an incongruous addition to the street scene which would be severely detrimental to both the appearance of the streetscene and to the general visual amenities of the area contrary to Development Plan Policies EN1/9 - Advertisements, EN1/2 - Townscape and Built Design, EN1/4 - Street Furniture, JP-P1 Sustainable Places and the National Planning Policy Framework.
- 2 The proposal would represent an unnecessary obstruction and reduce the available width of the existing adopted footway on the A58 (Rochdale Road), which would be detrimental to pedestrian safety and maintaining existing pedestrian desire lines on the adopted highway on Rochdale Road. The proposed development therefore conflicts with the following policies of the Development Plan: EN1/9 - Advertisements, EN1/4 - Street Furniture, EN1/2 Townscape and Built Design, JP-P1 Sustainable Places, JP-C5 Streets for All, JP - C6 - Walking and Cycling and the National Planning Policy Framework.
- 3 The proposed installation would restrict visibility of the signals to the east of the site at the A58 Rochdale Road/York Street/Lord Street junction and would restrict visibility to sub-standard levels to the right on egress at the junction of York Street with Rochdale Road in the event of an 'all red'/signal failure, which would be detrimental to highway safety and maintaining the free flow of traffic on the adjacent classified road. The proposed development therefore conflicts with the following

policies of the Development Plan: EN1/9 - Advertisements, EN1/4 - Street Furniture, EN1/2 Townscape and Built Design, JP-P1 Sustainable Places, JP-C5 Streets for All, JP - C6 - Walking and Cycling and the National Planning Policy Framework.

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:

NPPF	National Planning Policy Framework
EC5/1	EC5/1 - Office Development in Bury Town Centre
S3/1	S3/1 - New Retail Development Opportunities Within or Adjoining Town Centres
HT2/1	HT2/1 - The Strategic Route Network
HT5/1	HT5/1 - Access For Those with Special Needs
EN1/2	EN1/2 - Townscape and Built Design
EN1/4	EN1/4 - Street Furniture
EN1/9	EN1/9 - Advertisements
JP-C5	Streets For All
JP-C6	Walking and Cycling
JP-C8	Transport Requirements of New Development
Area BY10	Area BY10 - Rochdale Road/Lord Street/York Street

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:

BRY-112
Existing site plan rev B
Proposed site plan rev B
Existing site elevation rev B
Proposed site elevation rev B
Street Hub dimensioned elevations dwg STH-001
Site specific Supporting Statement BRY-112

NOTES TO APPLICANT

- . It is brought to the attention of the applicant that the proposal affects existing adopted highway and that the necessary permit for the placement of such equipment on the adopted highway is highly likely to be refused by the Highway Authority.

Signed:

A handwritten signature in black ink, appearing to read "Joe Kahan", is positioned in the upper left area of the page.

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On behalf of the Council

Date of Decision: 11/08/2025