

NOTICE OF REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS

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

To:

Mr Daniel Cassidy
Aldrock Surveyors Ltd.
Unit 15
Cunningham Court
Blackburn
BB1 2QX

On Behalf Of:

Mr John Valentine
pegasusconceptsLtd
Unit 14
Chorley Central Business Park
Stump Lane
Chorley, Lancashire
PR6 0BL

PART 1 - Particulars of Application

Application Number: 72704

Date of Registration: 05/01/2026

Proposal:

2 No. Internally Illuminated Fascia Signs, 1
No. Internally Illuminated Digital Screen, 1
No. Internally Illuminated Projecting Sign, 1
No. Non Illuminated Staff information Panel;
Internally Applied Window Vinyl's

Location:

5 South Street, Bury, BL9 0JS

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 vinyls by reason of their extent, siting and design would create a dead frontage which will severely effect the overall design and appearance of an important elevation within The Rock development. They would be out of character and severely detrimental to the visual amenity of the building upon which they would be located, the area as a whole and the vitality of the centre. The proposal is 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:
AQ94 001 Rev A, Vinyls Visual

NOTES TO APPLICANT
Not Applicable

Signed:

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

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On behalf of the Council

Date of Decision: 18/02/2026