

NOTICE OF REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS

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

To:

Dan Melling
Stantec UK Limited
50/60 station road
Cambridge
Cambridgeshire
CB1 2JH

On Behalf Of:

C/O Agent - Stantec UK Ltd
Wildstone Estates Limited
1 Bartholomew Lane
London
Greater London
EC2N 2AX

PART 1 - Particulars of Application

Application Number: 72655

Date of Registration: 21/01/2026

Proposal:

Conversion of 1no. poster advertisement
display to Digital Poster (internally
illuminated)

Location:

Gable of 2 Rochdale Old Road, Bury, BL9
7LQ

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 location of the proposed digital display, positioned in front of the traffic signal head for the nearby pedestrian crossing, would adversely affect visibility of the signal for drivers and cause drivers to be distracted, which would be detrimental to highway safety. The proposal is therefore contrary to UDP Policy EN1/9 Advertisements and The Town and Country Planning (Control of Advertisements) (England) Regulations 2007,
 - PART 1
 - Regulation 3Powers to be exercised in the interests of amenity and public safety

- 2 The application provides insufficient information on the impact of the advertisement with regard to highway safety in that no Driver Distraction Assessment has been provided. The proposal is therefore contrary to UDP Policy EN1/9 Advertisements and The Town and Country Planning (Control of Advertisements) (England) Regulations 2007,
 - PART 1
 - Regulation 3Powers to be exercised in the interests of amenity and public safety.

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:

Plans/details received 16/12/25

NOTES TO APPLICANT

Not Applicable

Signed:



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On behalf of the Council

Date of Decision: 18/02/2026