

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:

Rana-Jaswal
BT Group Plc
1 Braham Street
London
E1 8EE

PART 1 - Particulars of Application

Application Number: 72992

Date of Registration: 13/04/2026

Proposal:

Advertisement consent for 1 no. BT Street
Hub Unit with 2 no. digital 75 inch LCD
display screens either side of unit

Location:

Pavement outside Chicken Cottage, 1 Market
Street, Bury, BL9 0BL

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:-

- 2 The proposed siting of the proposed advertisement and associated hub would result in the introduction of incongruous street furniture that would be detrimental to the visual amenities of the area and the appearance of the streetscene. The proposed hub would also neither preserve nor enhance Bury Town Centre Conservation Area within which the site is located and would have an unacceptable impact on the setting of Listed Buildings and Non-Designated Heritage Assets, that would lead to a development that is neither sympathetic to nor compatible with the historic significance of the buildings. The proposed development therefore conflicts with Policy EN1/9 - Advertisements, EN1/2 - Townscape and Built Design, EN2/1 - Character of Conservation Area, EN2/2 - Conservation Area Control, EN2/3 - Listed Buildings, and EN1/4 - Street Furniture of the Bury Unitary Development Plan, Bury Town Centre Conservation Area Appraisal and the National Planning Policy Framework.
- 3 The proposal would result in an unnecessary obstruction of the existing adopted highway and the creation of additional street clutter for an installation that primarily consists of an advertisement screen, in an area already enclosed, which would be detrimental to pedestrian safety and maintaining existing pedestrian desire lines. The proposal therefore conflicts with the following policies of the 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
EN1	EN1 - Built Environment
EN1/1	EN1/1 - Visual Amenity
EN1/2	EN1/2 - Townscape and Built Design
EN2	EN2 - Conservation and Listed Buildings
EN2/1	EN2/1 - Character of Conservation Areas
EN2/2	EN2/2 - Conservation Area Control
EN2/3	EN2/3 - Listed Buildings
EN1/10	EN1/10 - Telecommunications
EN1/4	EN1/4 - Street Furniture
HT5/1	HT5/1 - Access For Those with Special Needs
CF1/1	CF1/1 - Location of New Community Facilities
HT6/1	HT6/1 - Pedestrian and Cyclist Movement
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:

NOTES TO APPLICANT

Not Applicable

Signed:



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On behalf of the Council

Date of Decision: 08/06/2026