

# 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

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### 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

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### 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:



**2 of 2**

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On behalf of the Council

**Date of Decision:** 08/06/2026