

Appendix

2

NOTICE OF CONSENT TO DISPLAY ADVERTISEMENTS

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

To:

Mr Ben Porte
Clear Channel UK
33 Golden Square
Soho
London
W1F 9JT

PART 1 - Particulars of Application

Application Number: 65338

Date of Registration: 17/03/2020

Proposal:

Installation of 1no. freestanding internally
illuminated digital advertising display unit

Location:

Land at Car Depot, Derby Way, Bury, BL9
0NJ

PART 2 - Particulars of Decision

Bury Metropolitan Borough Council hereby give notice in pursuance of the provisions of the Town and Country Planning Act 1990 that permission has been **GRANTED** for the carrying out of the development referred to in Part 1 hereof in accordance with the application and plans submitted subject to the following conditions:-

Standard Conditions

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to -
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason for standard conditions: In the interests of amenity and in accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Specific Conditions (If Applicable):

- 1 The intensity of the illumination of the advertising units permitted by this consent shall at all times accord with the thresholds set out in the Institute of Lighting Professionals publication "The Brightness of Illuminated Advertisements" (PLG05:2015) and be equipped with an ambient/Photo cell sensor which shall monitor ambient light conditions and adjust the brightness accordingly.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 2 The LED screen displays shall not change more frequently than every 10 seconds and the rate of change would be instantaneous.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 3 The sequencing of messages relating to the same product is prohibited.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 4 The interval between successive displays shall be 0.1 seconds or less.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 5 The levels of luminance of the LED screen displays shall not exceed 600cd/m2 during daylight hours or exceed 300cd/m2 during twilight and night hours; as defined by official lighting up times.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 6 The LED screen displays shall only show two dimensional static images, shall contain no moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs and no messaging should spread across more than one screen image.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 7 The illumination of the LED screen displays shall not at any time be intermittent.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 8 A mechanism shall be in place so that if the LED screens break down, they default to a black screen to avoid any flashing error messages or pixilation.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.

The following policies of the Bury Unitary Development Plan were considered relevant:

EN1/9 EN1/9 - Advertisements
NPPF National Planning Policy Framework

This permission relates only to that required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 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:

PY3761/001 and 002, PY3761/004, PY3761/005

NOTES TO APPLICANT

Not Applicable

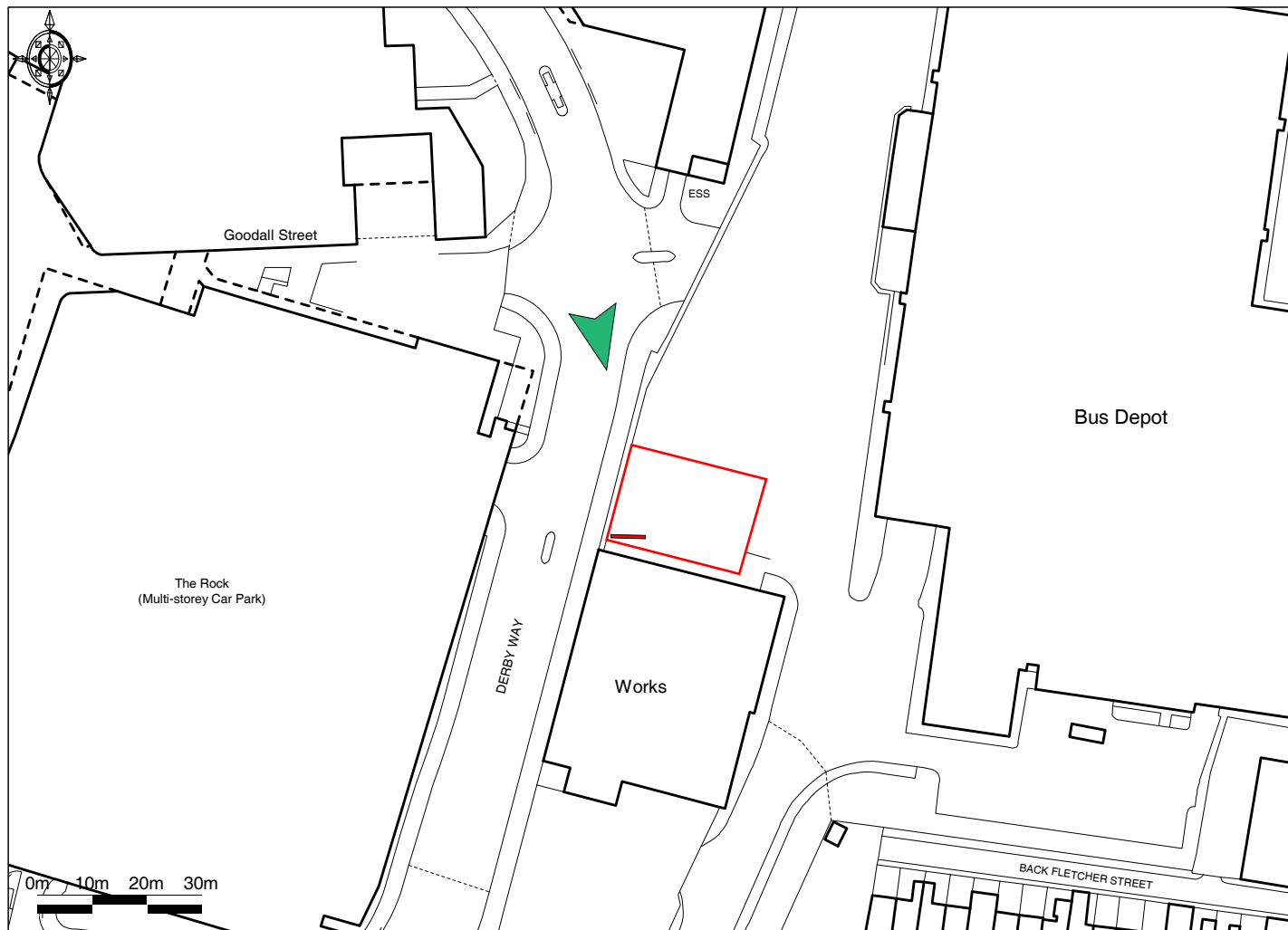
Signed:

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

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.....
On behalf of the Council

Date of Decision: 30/03/2020



 Proposed LED 48 display

 Site Location

Promap
LANDMARK INFORMATION GROUP

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Site:

Land at Car Depot, Derby Way, Bury BL9 0NJ

Title:

Location Plan

Date:

12/12/2019

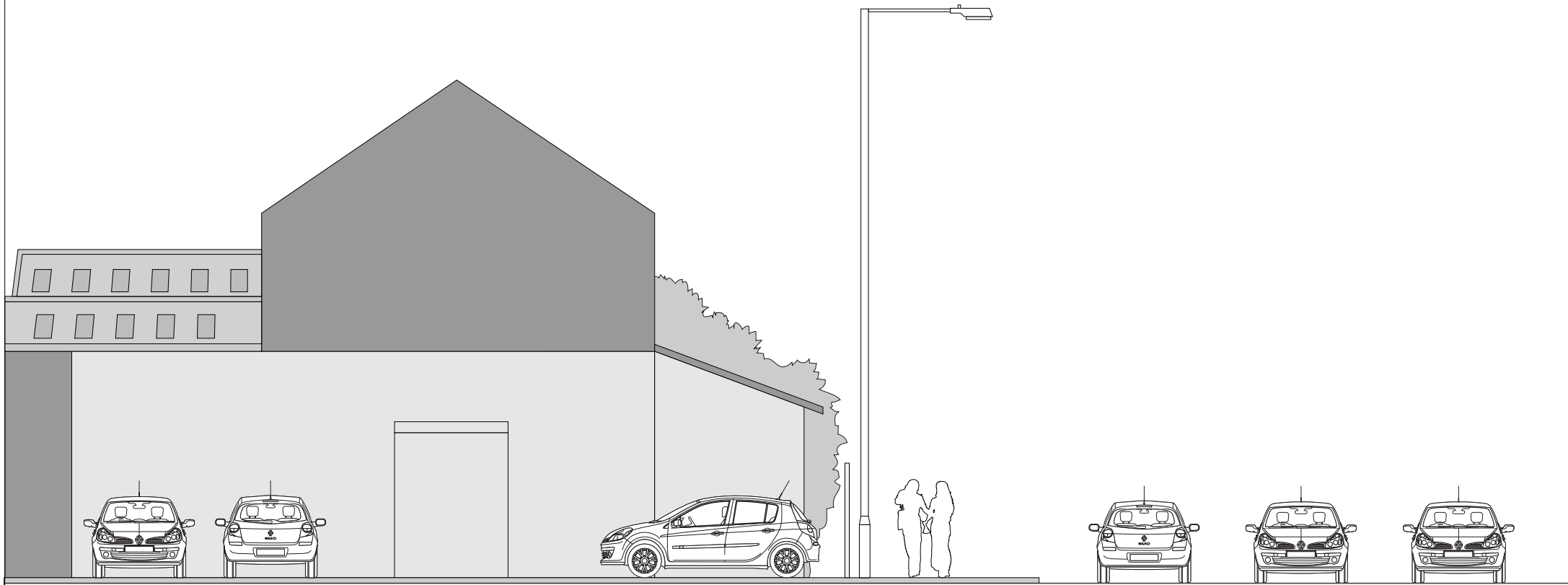
Dwg. No:

PY3761/001

Rev:

Scale: 1:1250@A4





DERBY WAY

Site:

Land at Car Depot, Derby Way, Bury BL9 0NJ

Title:

Elevation Elevation

Date:

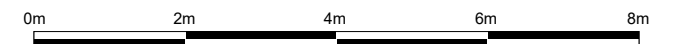
12/12/2019

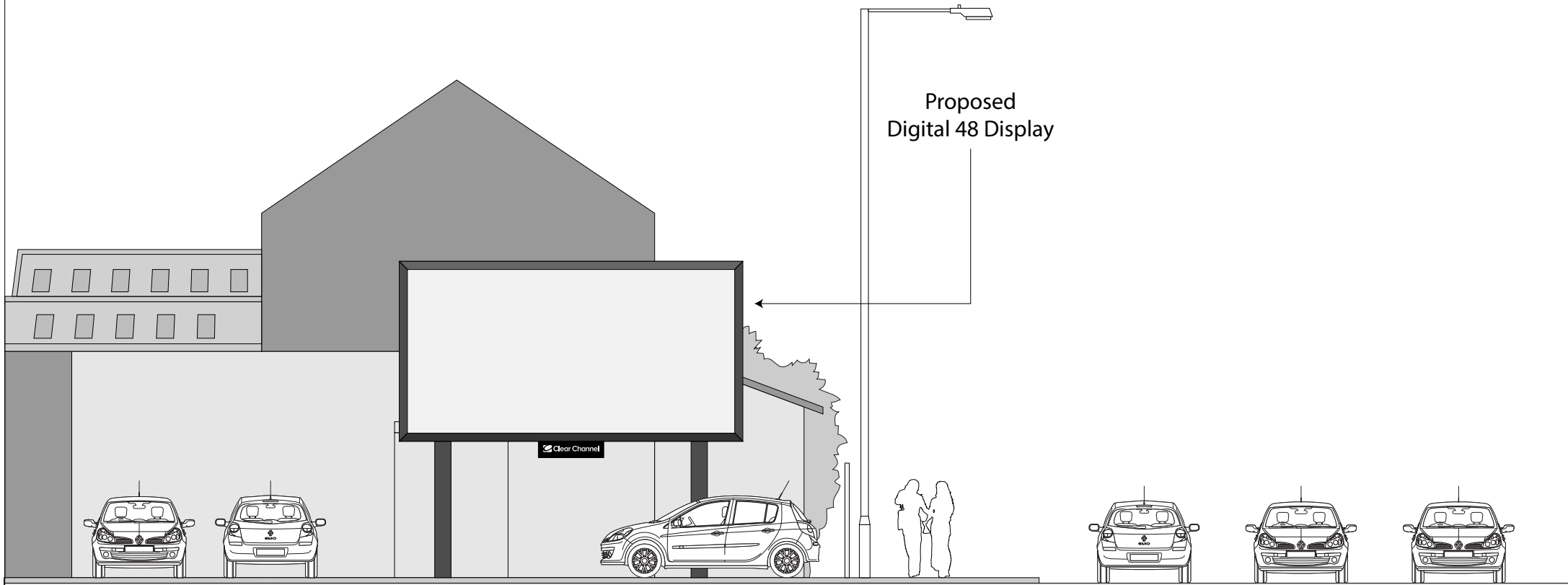
Dwg. No:

PY3761/003

Rev:

Scale: 1:100@A4





DERBY WAY

Site:

Land at Car Depot, Derby Way, Bury BL9 0NJ

Title:

Proposed Elevation

Date:

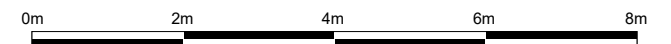
12/12/2019

Dwg. No:

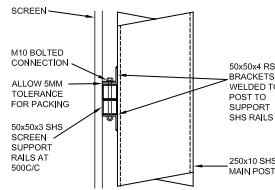
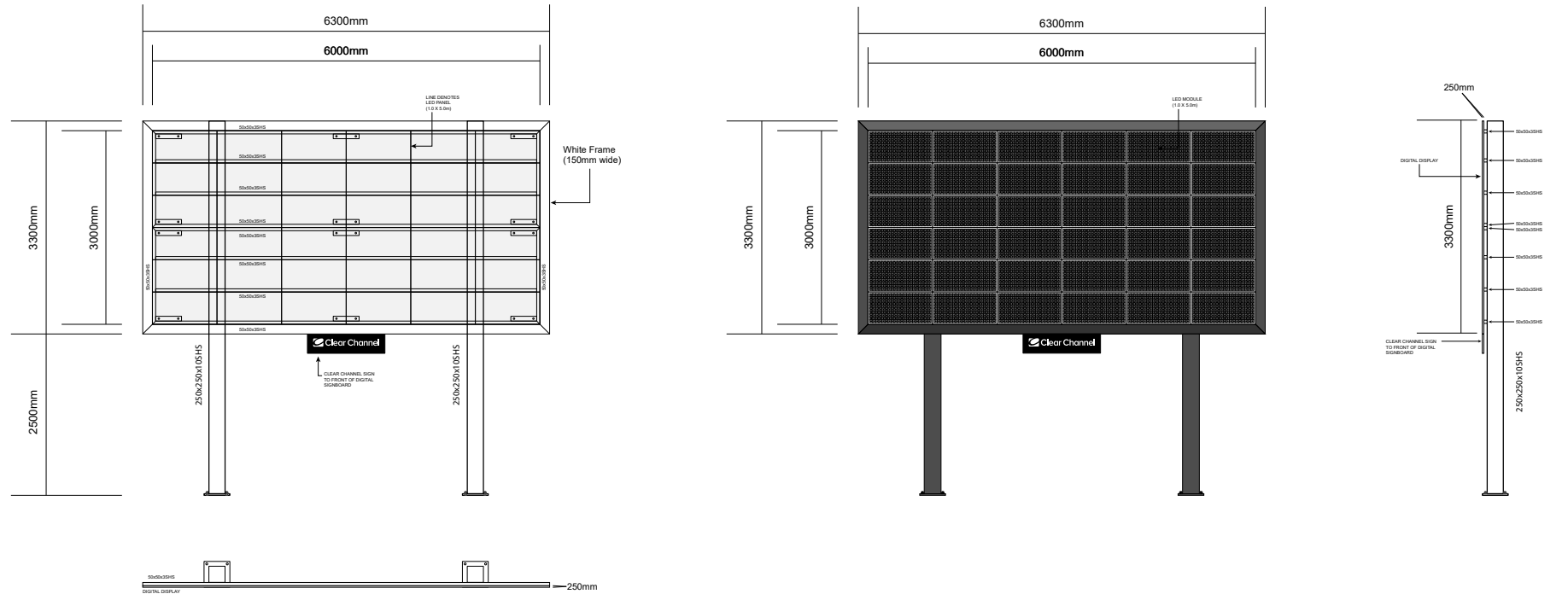
PY3761/004

Rev:

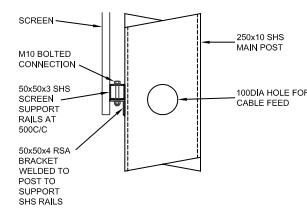
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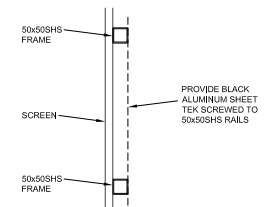
LED DIGITAL 48 SHEET - FREESTANDING (PROPOSED)



PROPOSED DETAIL A
SCALE 1:25



PROPOSED DETAIL B
SCALE 1:25



MESH DETAIL C
SCALE 1:25

Site:

Land at Car Depot, Derby Way, Bury BL9 0NJ

Title:

Standard Specifications

Date:

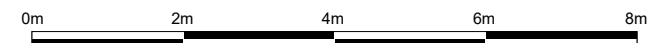
12/12/2019

Dwg. No:

PY3761/005

Rev:

Scale: 1:100@A4



NOTICE OF CONSENT TO DISPLAY ADVERTISEMENTS

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

To:

Mr Ben Porte
Clear Channel UK Ltd
33 Golden Square
London
W1F 9JT

PART 1 - Particulars of Application

Application Number: 66289

Date of Registration: 11/01/2021

Proposal:

Replacement of existing illuminated 48-sheet poster advertisement with internally illuminated 48-sheet D-Poster advertisement

Location:

Gable of 61 Rochdale Road, Bury, BL9 7AX

PART 2 - Particulars of Decision

Bury Metropolitan Borough Council hereby give notice in pursuance of the provisions of the Town and Country Planning Act 1990 that permission has been **GRANTED** for the carrying out of the development referred to in Part 1 hereof in accordance with the application and plans submitted subject to the following conditions:-

Standard Conditions

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to -
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason for standard conditions: In the interests of amenity and in accordance with the

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

Specific Conditions (If Applicable):

- 1 The LED screen displays shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 2 The sequencing of messages relating to the same product is prohibited.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 3 The interval between successive displays shall be 0.1 seconds or less.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 4 The advertising display panel shall have a default mechanism to freeze an advertisement in the event of any malfunction.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 5 The luminance of the advertisement hereby permitted shall comply with the levels and recommendations set out in the Institute of Lighting Professionals publication "The Brightness of Illuminated Advertisements" (PLG05 2015) or any document amending or superseding that report. The level of luminance of the advertisement shall be controlled by light sensors that measure ambient light levels and automatically control the perceived brightness to within these limits, as stated in the submitted Highways Assessment 12492 - Proposed Advertisement at Rochdale Road, Bury, January 2021.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 6 The LED screen displays shall only show two dimensional static images for the lifetime of the development, shall contain no moving images, strobe lighting effects, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs and no messaging should spread across more than one screen image.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 7 The illumination of the LED screen displays shall not at any time be intermittent.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 8 A mechanism shall be in place so that if the LED screens break down, they default to a black screen to avoid any flashing error messages or pixilation.

Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.

The following policies of the Bury Unitary Development Plan were considered relevant:

Area Area BY10 - Rochdale Road/Lord Street/York Street
BY10
S2/3 S2/3 - Secondary Shopping Areas and Frontages
EN1/9 EN1/9 - Advertisements

This permission relates only to that required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 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:

PY3942/001, PY3942/002, PY3942/003, PY3942/004, PY3942/005, PY3942/006, PY3942/007 and Highways Assessment 12492 - Proposed Advertisement at Rochdale Road, Bury, January 2021.

NOTES TO APPLICANT

Not Applicable

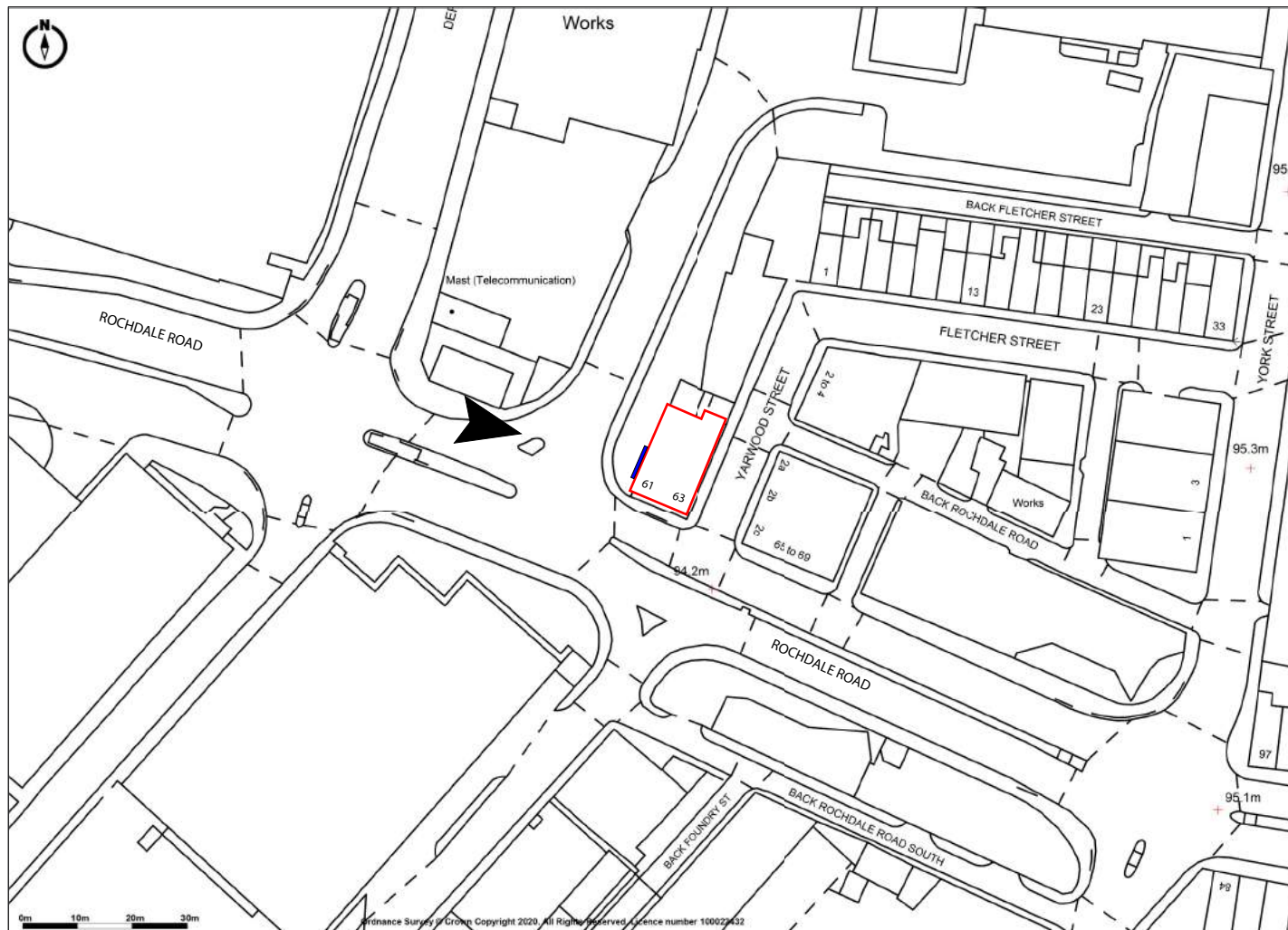
Signed:



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On behalf of the Council

Date of Decision: 01/03/2021



Proposed LED 48 display
(to replace existing 48
sheet gable panel)

Site Location

Promap^{v2}
LANDMARK INFORMATION

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Licence number 100022432.
Plotted Scale - 1:1250. Paper Size - A4

Site:

Gable at 61 Rochdale Rd, Bury BL9 7AX

Title:

Location Plan

Date:

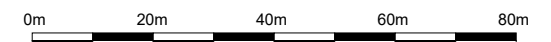
02/12/2020

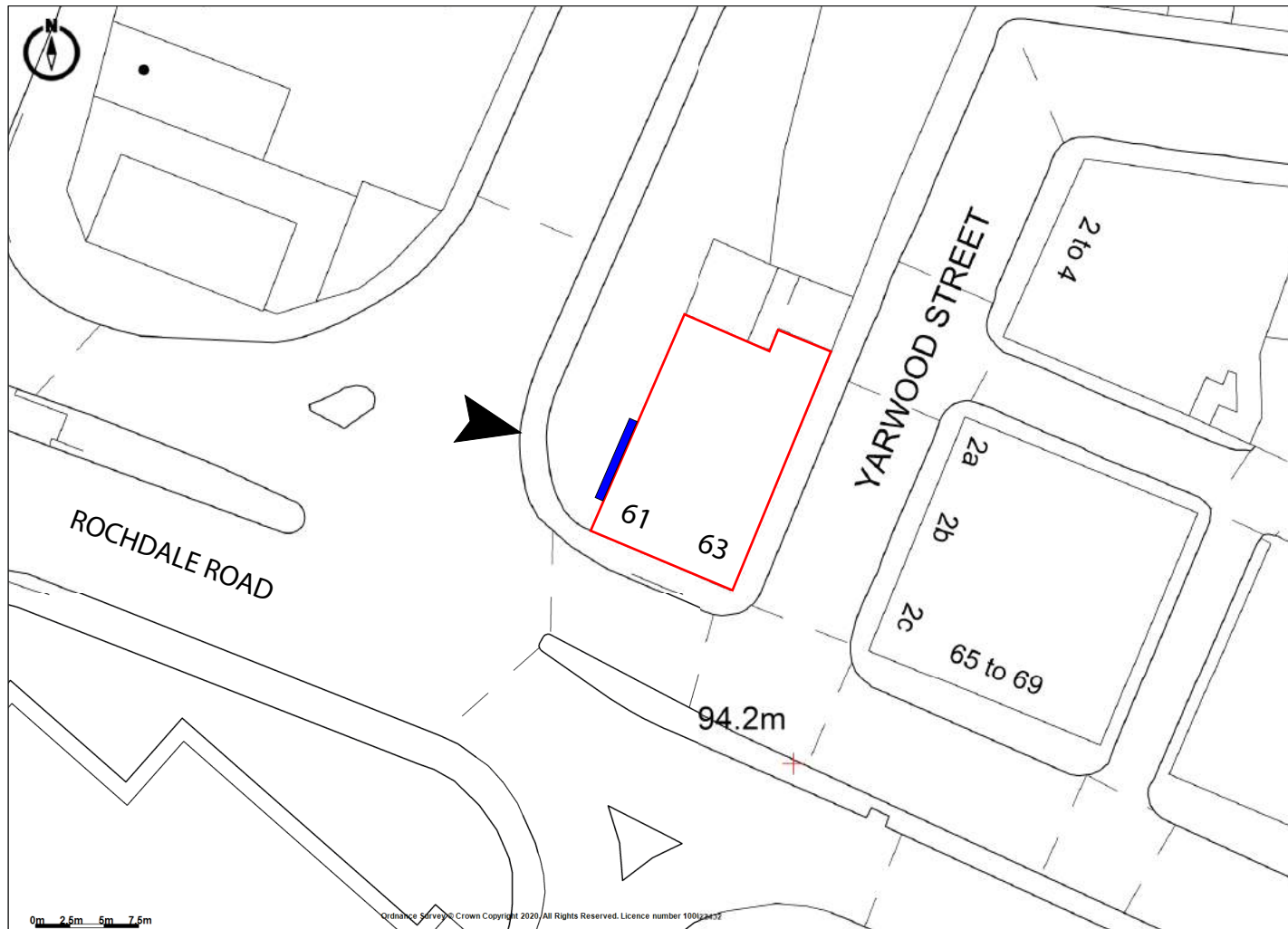
Dwg. No:

PY3942/001

Rev:

Scale: 1:1250@A4






Proposed LED 48 display
(to replace existing 48
sheet gable panel)


Site Location

Promap^{v2}
LANDMARK INFORMATION

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Plotted Scale - 1:500. Paper Size - A4

Site:

Gable at 61 Rochdale Rd, Bury BL9 7AX

Title:

Site Plan

Date:

02/12/2020

Dwg. No:

PY3942/002

Rev:

Scale: 1:500@A4

0m 10m 20m 30m 40m



Existing 48 Sheet Panel
to be replaced with Digital 48



Site:

Gable at 61 Rochdale Rd, Bury BL9 7AX

Title:

Existing Elevation

Date:

02/12/2020

Dwg. No:

PY3942/003

Rev:

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Scale: 1:100@A4

0m 2m 4m 6m 8m



Proposed gable Digital 48 Display
(to replace existing 48 sheet panel)



Site:

Gable at 61 Rochdale Rd, Bury BL9 7AX

Title:

Proposed Elevation

Date:

02/12/2020

Dwg. No:

PY3942/004

Rev:

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Scale: 1:100@A4

0m 2m 4m 6m 8m

EXISTING VIEW



Site:

Gable at 61 Rochdale Rd, Bury BL9 7AX

Title:

Existing View

Date:

02/12/2020

Dwg. No:

PY3942/006

Rev:

Scale:

Not to scale, indicative only

PROPOSED VIEW



Site:

Gable at 61 Rochdale Rd, Bury BL9 7AX

Title:

Proposed View

Date:

02/12/2020

Dwg. No:

PY3942/007

Rev:

Scale:

Not to scale, indicative only