NOTICE OF PLANNING PERMISSION

Town and Country Planning Act 1990
Town and Country Planning (Development Management Procedure) (England) Order 2015

To:
Mr Martin Brown
Telent
Rutland House
5 Allen Street
Livingston
EH54 6TQ

On Behalf Of:
Mr Simon Warner
BT GROUP PLC
1 Braham Street
London
E1 8EE

PART 1 - Particulars of Application

Application Number: 71500

Date of Registration: 23/12/2024

Proposal:
Installation of 1 no. BT street hub unit with 2 no. digital 75 inch LCD display screens either side of unit

Location:
Pavement adj Bury Interchange, Market Street, Bury, BL9 0BL

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:-

1 The development must be begun not later than three years beginning with the date of this permission.
Reason. Required to be imposed by Section 91 Town & Country Planning Act 1990.

2 This decision relates to drawings numbered BRY-103 - Existing site plan, BRY-103 - Proposed site plan, BRY-103 - Existing site elevation, BRY-103 - Proposed site elevation, Planning Statement - dated May 2025, Driver Distraction Assessment and the development shall not be carried out except in accordance with the drawings hereby approved.
Reason. For the avoidance of doubt and to ensure a satisfactory standard of design pursuant to the policies of the Bury Unitary Development Plan and Places for Everyone Joint Development Plan listed.

3 The Communication apparatus hereby approved shall not use voice activated or hands free technology unless and until a Noise Management Plan (NMP) detailing the control measures including volume and sound levels have been submitted and approved by the Local Planning Authority. The agreed levels set out within the NMP shall thereafter be permanently maintained. A noise assessment and noise management plan shall be submitted to determine the noise level of the speaker associated with the equipment and agreed by the Local Planning Authority. Once the noise levels have been agreed, the levels will be included within the NMP and shall

be complied with thereafter. Once the NMP has been agreed and the unit installed, a verification report will be required to include sound testing to confirm compliance with agreed noise limit.
Reason. In the interests of the occupiers of nearby premises and users of the surrounding area pursuant to Bury Unitary Development Plan Policies EN1/2 - Townscape and Built Design and EN7/2 - Noise Pollution.

4 Within 28 days of the installation of the development hereby approved, the existing BT telephone box outside No. 51 Market Street as shown on page 7 of the Planning Statement, dated May 2025 shall be removed in its entirety and the land reinstated to a scope and specification to be agreed with the Local Highway Authority.
Reason. To maintain the integrity of the adopted highway and in the interests of highway safety pursuant to Bury Unitary Development Plan Policies EN1/2 - Townscape and Built Design, HT6/1 - Pedestrian and Cyclist Movement and HT5/1 - Access for Those with Special Needs.

5 The intensity of the illumination of the advertising unit(s) 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 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.

6 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 pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.

7 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.

8 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.

9 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 pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.

10 The levels of the illuminance of the LED screen displays shall not exceed 600cd/m² during daylight hours as stated in the approved Highway Assessment reference CT/200519/HA/00, 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.

11 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 pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.

12 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.

13 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.

Statement in accordance with Article 35(2) Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2015

The Local Planning Authority worked positively and proactively with the applicant to identify various solutions during the application process to ensure that the proposal comprised sustainable development and would improve the economic, social and environmental conditions of the area and would accord with the development plan. These were incorporated into the scheme and/or have been secured by planning condition. 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:

EN1/2	EN1/2 - Townscape and Built Design
EN1/4	EN1/4 - Street Furniture
EN1/9	EN1/9 - Advertisements
EN1/10	EN1/10 - Telecommunications
HT2/1	HT2/1 - The Strategic Route Network
HT5/1	HT5/1 - Access For Those with Special Needs
HT6/1	HT6/1 - Pedestrian and Cyclist Movement
Area BY6	Area BY6 - Central Shopping Area
JP-S1	Sustainable Development
JP-P1	Sustainable Places
JP-C5	Streets For All
JP-C6	Walking and Cycling
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:
BRY-103 - Existing site plan
BRY-103 - Proposed site plan
BRY-103 - Existing site elevation
BRY-103 - Proposed site elevation
Planning Statement, dated May 2025
Driver Distraction Assessment

NOTES TO APPLICANT
Not Applicable

Signed:

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On behalf of the Council

Date of Decision: 13/06/2025