

# NOTICE OF CONSENT TO DISPLAY ADVERTISEMENTS

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

**To:**

Alder King Planning Consultants  
Pembroke House  
15 Pembroke Road  
Bristol  
BS8 3BA

**On Behalf Of:**

Wildstone Estates Ltd  
c/o Agent

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**PART 1 - Particulars of Application****Application Number:** 70740**Date of Registration:** 08/05/2024**Proposal:**

Replacement of 2 no. poster advertising  
displays to 2 no. D-Poster illuminated  
advertising displays

**Location:**

71 Bury Old Road, Whitefield, Manchester,  
M45 6TB

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**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 This decision relates to drawings and documents  
Location Plan (Dwg No. 13665 PA 01)  
Proposed Site Plan (Dwg No. 13665 PA 03)  
Existing and Proposed Elevations (Dwg No. 13665 PA 04)  
Existing and Proposed Elevations (Dwg No. 13665 PA 05)  
Highways Assessment by Wildstone ref 13665 dated June 2024  
and the development shall not be carried out except in accordance with the approved details therein.  
Reason. For the avoidance of doubt and to ensure a satisfactory standard of design pursuant to the Local Plan policies listed.
- 2 The advertisements hereby consented shall only operate as follows:
  - The LED screen displays shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.
  - The sequencing of messages relating to the same product is prohibited.
  - The interval between successive displays shall be 0.1 seconds or less.
  - The advertising display panel shall have a default mechanism to freeze an advertisement in the event of any malfunction.
  - 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. The luminance of the LED screen display shall not exceed 300cd/m2 during twilight and night hours.
  - 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.
  - The illumination of the LED screen displays shall not at any time be intermittent.
  - 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 policy EN1/9 - Advertisements of the Bury Development Plan.

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

|       |                                    |
|-------|------------------------------------|
| EN1/2 | EN1/2 - Townscape and Built Design |
| EN1/9 | EN1/9 - Advertisements             |
| S1/4  | S1/4 - Local Shopping Centres      |
| EN1/7 | EN1/7 - Throughroutes and Gateways |
| JP-C2 | Digital Connectivity               |
| 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:**

Location Plan (Dwg No. 13665 PA 01)

Proposed Site Plan (Dwg No. 13665 PA 03)

Existing and Proposed Elevations (Dwg No. 13665 PA 04)

Existing and Proposed Elevations (Dwg No. 13665 PA 05)

Highways Assessment by Wildstone ref 13665 dated June 2024

**NOTES TO APPLICANT**

1. The applicant's attention is drawn to the need to consult the Department for Operations in order to obtain any highway permits that may be required prior to works affecting the adopted highway commencing. The cost of any permits and necessary works/measures will be the responsibility of the applicant.
2. In accordance with S93G of the Town and Country Planning Act 1990 (As amended by Section 111 Levelling Up & Regeneration Act 2023) there is a legal requirement for you to inform the Council of the date when you intend to commence the development on site via submission of a Commencement Notice. This notice is mandatory for all developments and came into effect on 31 March 2024. You can find more information and download a copy of the Commencement Notice under the Before Starting Work section on our website at <https://www.bury.gov.uk/planning-building-control/planning-permission/planning-application-process>

Signed:



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On behalf of the Council

**Date of Decision:** 12/07/2024