

NOTICE OF CONSENT TO DISPLAY ADVERTISEMENTS

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

To:

Mr Isaac Pike
Stantec
3rd floor
50/60 Station Road
Cambridge
Cambridgeshire
CB1 2JH

On Behalf Of:

Wildstone Estates Limited
1 Bartholomew Lane
London
Greater London
EC2N 2AX

PART 1 - Particulars of Application

Application Number: 73102

Date of Registration: 20/04/2026

Proposal:

Conversion of 1no. poster advertisement
display to Digital Poster (internally
illuminated)

Location:

Gable of 2 Rochdale Old Road, Bury, BL9
7LQ

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 A scheme shall be submitted to and approved in writing by the Local Planning Authority for the provision of an additional secondary traffic signal head at the pedestrian crossing. The approved scheme shall be implemented before the development is commenced.
Reason. 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 should be instantaneous.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 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 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 of the Bury Unitary Development Plan.
- 5 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 of the Bury Unitary Development Plan.
- 6 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.
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 Unitary Development Plan.
- 7 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 of the Bury Unitary Development Plan.
- 8 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 of the Bury Unitary Development Plan.
- 9 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 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:

PA 01, PA 02, PA 03, PA 04

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: 19/06/2026