

NOTICE OF REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS

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

To:

Mr Stephen Steel
Matrix Architecture Ltd
8-9 Brenkley Way
Bleazard Business Park
Seaton Burn
NE13 6DS

On Behalf Of:

Mr Ian Miller
Luxury Lesiure Ltd
Team Valley
Team Valley Trading Estate
Gateshead
NE11 0BL

PART 1 - Particulars of Application

Application Number: 73149

Date of Registration: 29/04/2026

Proposal:

1 no. Internal Illuminated Fascia Sign; 1 no. Internal Illuminated Double sided projecting sign

Location:

11-13 The Rock, Bury, BL9 0JP

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:-

- 1 The erection of illuminated advertisements proposed in this location represents a poor design solution for this site and would cause harm to the visual amenities of the area. The proposed fascia and projecting sign along with the proposed new illuminated door surround would, by virtue of their siting, size, design and illumination, not preserve the character or appearance of the conservation area. The proposal would therefore be contrary to Bury Unitary Development Plan Policies EN1/9 - Advertisements, EN2/1 - Character of Conservation Areas, EN2/2 - Conservation Area Control, Places for Everyone Joint Development Framework Policy JP-P2: Heritage and the National Planning Policy Framework.

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
EN2/1 EN2/1 - Character of Conservation Areas
EN2/2 EN2/2 - Conservation Area Control
JP-P2 Heritage
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:

3636(B)01, 3636(B)04, 3636(B)03, 3636(C)01, 3636(B)02

NOTES TO APPLICANT

Not Applicable

Signed:

A handwritten signature in black ink, appearing to read 'J. H. H.', is written over a dotted line.

2 of 2

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On behalf of the Council

Date of Decision: 19/06/2026