

NOTICE OF REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS

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

To:

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Solutions30
Regus
82 King Street
Manchester
M2 4WQ

On Behalf Of:

Mr Browne
BT Telecommunications Plc
pp 8.05
Faraday Building
1 Knightrider Street
London
EC4V 5BT

PART 1 - Particulars of Application

Application Number: 68440

Date of Registration: 12/05/2022

Proposal:

Advertisement consent for installation of 1no. new BT Street Hub, incorporating 75" LCD advert screens plus the removal of associated BT Kiosks.

Location:

Pavement at Princess Parade, near Bury Interchange Stand E, Bury, BL9 0QL

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 proposed development, due to the siting and position of the proposed Hub within this part of the shopping centre and together with its proximity to pre-existing digital advert signage would result in excessive and over- proliferation of street furniture which would be detrimental to the visual amenities of the area and the appearance of the streetscene. The proposed development would therefore be contrary to Bury Unitary Development Plan Policy EN1/9.
- 2 The proposal would result in an unnecessary obstruction of the adopted highway and have a detrimental impact on pedestrian access on Princess Parade and would result in the creation of additional street clutter for an installation that primarily consists of an advertisement screen that is not a direct replacement for the adjacent telephone kiosks, and without agreement for the placement of such equipment on the adopted highway with the Highway Authority, which would be detrimental to pedestrian safety, maintaining existing pedestrian desire lines and contrary to the active travel aspirations of the Council. The proposed development would therefore be contrary to Bury Unitary Development Plan Policy EN1/9.

The following policies of the Bury Unitary Development Plan, National and Regional Government were considered relevant:

NPPF National Planning Policy Framework
EN1/2 EN1/2 - Townscape and Built Design
EN1/4 EN1/4 - Street Furniture
EN1/9 EN1/9 - Advertisements
S1/1 S1/1 - Shopping in Bury Town Centre
S2/2 S2/2 - Prime Shopping Areas and Frontages
HT5/1 HT5/1 - Access For Those with Special Needs
HT6/1 HT6/1 - Pedestrian and Cyclist Movement
EN1/10 EN1/10 - Telecommunications
CF1/1 CF1/1 - Location of New Community Facilities
EN1/5 EN1/5 - Crime Prevention
EN7/2 EN7/2 - Noise Pollution

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:

site location maps 001 rev A; proposed site plan 002 rev A; existing and proposed elevations 003 rev A

NOTES TO APPLICANT

Not Applicable

Signed:



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On behalf of the Council

Date of Decision: 10/08/2022