

70532 – Pavement between 3-5 & 20 Union Street, Bury.

Installation of Free-Standing Advertising Unit (FSU) with double-sided internally illuminated digital display.

The proposed free standing sign would be adjacent to and be viewed within the visual context of Bury town centre conservation area and the Non-Designated Heritage Asset (NDHA) of 10 Union Street and the former Royal Bank of Scotland branch at 40 The Rock.

The sign would represent an incongruous feature within the setting of the NDHA and that part of Bury town centre conservation area.

As such the proposal would cause less than substantial harm to the setting of that part of the conservation area as it would not at least preserve its character or appearance, and would be without any public benefit that would outweigh the harm identified. It would also cause unacceptable harm to the significance of the NDHAs through harm to their setting.

The proposed sign would either not comply with or be contrary to adopted UDP policies EN2/1 - Character of Conservation Areas, EN2/2 – Conservation Area Control, JP-P2 of the Greater Manchester Combined Authority Joint Plan and paragraphs 203, 208 and 209 of the National Planning Policy Framework.

Conservation Officer

12/4/24