

PLANNING STATEMENT

APPLICATION FOR EXPRESS CONSENT: TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

Dear Case Officer,

Bolton Street at the corner of Millett Street Bury BL9 0JA
PLANNING PORTAL REFERENCE PP-14819011

Please find attached, an application for express consent for:

The erection and display of two wall-mounted 6 x 3 metre LED display units

The application comprises the following documents and drawings:

- BBSMS1 Site plan
- BBSMS2 Location plan
- BBSMS3 Specification drawing
- Previous Decision notice
- Previous Officers Report
- Previous Highway Assessment
- This Planning Statement

I write in support of the application for express advertisement consent for the erection and display of two wall-mounted LED display units at Bolton Street, Bury.

This application is for the same proposal that was previously granted consent under **reference 64854**, with a decision dated 4 February 2020. That consent was not implemented and has now expired, so this submission seeks a fresh express consent. The earlier approval is a significant material consideration, particularly because the proposal remains unchanged.

SITE AND SURROUNDINGS

The site lies on Bolton Street at the corner of Millett Street, within a predominantly commercial and highways-led environment. It is a large retail unit set among other commercial uses and is influenced more by road infrastructure, traffic movement and neighbouring businesses than by sensitive residential or heritage receptors.

The immediate context remains broadly the same as at the time of the previous consent. On that basis, the principal planning question is whether the proposal continues to preserve amenity and public safety in the current setting.

PROPOSED DISPLAY

The application seeks consent for two wall-mounted LED display units, each measuring 6 metres by 3 metres. The displays will show static poster images only, with no animation, scrolling or special effects, and each image will remain in place for at least ten seconds. The signs will be internally illuminated and will switch off between 23:00 and 06:00.

The proposed format is a standard roadside advertising arrangement and is intended to function within an urban commercial corridor where signage is already part of the visual environment.

Proposed View facing traffic heading away from the town centre along Bolton Street



Proposed view facing traffic heading towards the town centre along Bolton Street



Planning context

Under the 2007 Advertisement Regulations, control of advertisements is concerned only with amenity and public safety. The local planning authority must determine the application on that basis, taking account of the locality and any relevant material considerations.

Bury's current development plan now includes the Places for Everyone plan, adopted in March 2024, while the Bury Local Plan is still emerging and the saved UDP policies remain part of the development plan until replaced. In practical terms, that means the application should be judged mainly against the statutory advertisement tests, with local policy context considered insofar as it is relevant to amenity and safety.

Amenity

The proposal would not cause unacceptable harm to amenity. The site is in a clearly commercial location where large-format signage is already an expected part of the streetscape, and the proposal would not introduce a materially different visual character.

There have been no material changes to the site or surrounding context that would alter the original assessment. The earlier approval demonstrates that the authority previously accepted the principle, scale and location of the signage, and the current proposal is unchanged from that consent.

For the avoidance of doubt, the proposal is not intended to dominate the street scene or introduce clutter. It is a simple, standard-format advertisement display on an established commercial frontage.

Safety

The proposal would not prejudice public safety. The displays are set within a busy but well-ordered highway environment, with a 30 mph speed limit and good forward visibility.

The content will be static, non-flashing and non-animated, with a minimum dwell time of ten seconds, which reduces distraction for passing drivers. The screens will also be turned off overnight, limiting unnecessary light spill during quieter hours.

The earlier highway safety assessment (attached) was accepted in connection with the 2020 consent, and there is no obvious evidence of any material change to the highway arrangement since that time.

Summary and Conclusion

This is a straightforward resubmission of a previously approved scheme. Given the unchanged nature of the proposal, the commercial character of the locality and the absence of any material harm to amenity or public safety, express consent should be granted.

Yours faithfully,

A handwritten signature in black ink that reads 'Tim Spottiswood'.

Tim Spottiswood

28th March 2026