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Bury Metropolitan Borough Council
Development Control
The Planning Service
3 Knowsley Place
Bury
BL9 0EJ

17 December 2025

Dear Sir/Madam

Re: Application for Full Planning Permission (Plant Equipment) and Advertisement Consent (New Signage) at UA Bell Lane, Bury, BL9 6HH.

I am instructed by Greggs PLC to submit a planning application for plant equipment, shopfront alterations and advertisement consent at UA Bell Lane, Bury, BL9 6HH.

The application has been submitted via the Planning Portal reference: PP-14569498 and the application fee has been paid directly.

With this application, please find enclosed the following plans:

- I. Location Plan, Ref: RPEN/ S6773/12
- II. Existing and Proposed Elevations, Ref: RPEN/ S6773/14
- III. Existing and Proposed Elevations, Ref: RPEN/ S6773/13
- IV. Existing and Proposed Floor Plan, Ref: RPEN/ S6773/11
- V. Existing and Proposed Sections, Ref: RPEN/ S6773/15

In addition to the above, I would be grateful if you could take into consideration the contents of this letter in the determination of both the full planning and advertisement consent applications.

The Proposal

The application seeks advertisement consent for two new fascia signs to the proposed shopfront and side elevation as well as one projecting sign to the proposed shopfront. The application also seeks consent for the installation of two new a/c units and extract grille to the rear of the building.

Site and Surroundings

The site most recently operated as a car show room under Use Class E and comprises a ground floor retail unit with a Gross Building Area of 125.4 square metres. The unit forms part of a new wider site approved under planning permission, ref: 70253.

It is not situated within a conservation area, nor is it identified as a locally listed building. Furthermore, the site does not fall within a designated flood zone.

Planning History

The site benefits from a March 2024 permission (Ref: 70253) for the demolition of existing car sales building and the redevelopment of the site for a new Petrol Filling Station with associated facilities alongside a drive thru unit and a detached block of 2no. food-to-go convenience pods.

Following the above, in August 2024 (Ref: 70945) a S73 application for the reduction of the overall height of two retail units, removal of glazing to the north elevation (facing into the site), minor amends to the design of the curtain walling and glazing was approved.

These permissions therefore confirm that Greggs occupation of the unit is permitted.

Planning Policy Background

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that all applications must be determined in accordance with the Development Plan unless material considerations indicate otherwise. For the purposes of Section 38 of the Planning and Compulsory Purchase Act 2004 the statutory development plan comprises Places for Everyone Joint Plan 2021-2037 (Adopted March 2024).

Places for Everyone Joint Plan 2021-2037

Policy JP-S1 (Sustainable Development) states that to tackle climate change, development should aim to maximise its economic, social and environmental benefits simultaneously, minimise its adverse impacts, utilise sustainable construction techniques and actively seek opportunities to secure net gains across each of the different objectives.

Advertisement Regulations

The relevant regulation for control of Advertisement is The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and it states that a Local Planning Authority should exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the Development Plan, so far as they are material; and any other relevant factors including national policy and guidance contained in the National Planning Policy Framework (NPPF) and National Planning Practice Guidance (NPPG).

The NPPG states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. Should any of these features be present, the LPA should consider whether the proposed development is in scale and in keeping with these features. This means that a large advertising display would be refused where it would dominate a group of listed buildings but would be permitted in an industrial or commercial area of a major town or city, where the advertisement would not adversely affect the visual amenity of the neighbourhood where the site is located.

Factors relevant to public safety include the safety of people using the highway, railway or waterway; and whether the display of the advertisement in question is likely to: obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway; obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature; effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface); externally or internally illuminated signs (incorporating either flashing or static lights) where the means of illumination is directly visible from any part of the road, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; or when subject to changes of the display, where they do not display the whole message, if they require close study which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road; or those which resemble traffic signs; obstruct or confuse road users view, or reduce the clarity or effectiveness of a traffic sign or signal.

National guidance on advertisements is set out within the NPPF (2024) where it is advised that control over advertisements should be simple, efficient and effective in operation. Advertisements should be subject to control only in the interests of amenity and public safety taking account of cumulative impacts (Paragraph 141).

Planning Discussion

Investment into Bury should be welcomed particularly where visual improvements are made, enhancing and improving the vitality and viability of the local area.

External Plant

The application site is not in close proximity to residential dwellings. The proposed plant equipment will be positioned to the rear of the site and incorporates a modern, quiet design therefore ensuring that noise levels will be low.

Accordingly, the proposal is considered to comply with Policy JP-S1 (Sustainable Development) of the Local Plan.

Advertisements

As outlined in the Policy Section, advertisements must be assessed against amenity and public safety considerations. In amenity terms, the proposal is appropriate to the site and surrounding area, reflecting previous signage approved on the site and on nearby premises.

Greggs' approach to signage is to provide clear and easily identifiable signage of an appropriate scale to the shopfront and wider area. It is considered that the proposed signage is therefore in line with the character and appearance of the building, the nearby retail units and the wider area and does not detract from the existing visual amenity of the area.

With respect to highway safety, it is not considered that the proposal raises any issues relating to those either travelling on foot or in vehicles adjacent or around the site. The advertisements enable identification of the unit whilst causing no harm to public safety.

On this basis, it is considered that the proposal accords with the general guidance on advertisements as well as Policy JP-S1 (Sustainable Development) of the Local Plan.

Conclusion

Based on the above and enclosed, it is respectfully requested that planning permission and advertisement consent are forthcoming.

Should you have any queries regarding the attached or enclosed, please do not hesitate to contact Abbie Larter at abbie@jmsplanning.com or on 07510575207.

Yours faithfully



Abbie Larter
JMS Planning & Development
Encs