

DELEGATED REPORT

Report by Claire Booth	Date of report: 02/09/2026	Ref: 73418/ADV
Registration: 10/07/2026	LDFC: 10/08/2026	Expiry Date: 04/09/2026
Site Visit: 22/07/2026	Site Notice: N/A	Press Date: N/A
Objections:	Con Area: BURY	Adv Type: N/A
Reason for Delay:		EIA: NA
N/A		Dec Level: DEL
		Stat Class: ADVT

Proposal: Proposal A: Installation of 2 No. fascia signs complete with 2 No. sets of illuminated letters and logo (1 No. set of lettering per fascia sign); 1 No. internally illuminated projecting sign; 1 No. cash machine sign; and 1 No. bespoke vinyl entrance sign

Proposal B: Several vinyl window manifestations

Location: 36 The Rock, Bury, BL9 0NT

Description

This application relates to the NATWEST Bank building, located on The Rock, Bury, on the corner of a cobbled road, called 'Gutter End' Street leading to the South Back Rock, a road running to the rear of the terrace.

Advertisement consent is fought for the following:

Proposal A: Installation of 2 No. fascia signs complete with 2 No. sets of illuminated letters and logo (1 No. set of lettering per fascia sign); 1 No. internally illuminated projecting sign; 1 No. bespoke vinyl entrance sign, and 1 no replacement cash machine sign.

Proposal B: Several vinyl window manifestations

Relevant Planning History

52577 - 2 No. internally illuminated logo and letters signs - Approve with Conditions 08/06/2010

58028 - 2no internally illuminated fascia signs; 1no internally projecting sign; 1no web/telephone vinyl graphic; 1no bespoke vinyl entrance sign. 1no ATM chevron applied to glazing above ATM; 1 internally illuminated ATM tablet sign; 1no Natwest nameplate - Approve with Conditions 27/10/2014

58880 - 2 No. internally illuminated suspended chevron signs, 1 no. A0 suspended poster sign, 2 no. privacy window vinyls, 1 no. chevron window vinyl above ATM - Approve with Conditions 14/08/2015

71742 - Non-illuminated ATM surround signage - Approve with Conditions 19/05/2025

Publicity

N/A

Statutory/Non-Statutory Consultations

Traffic Section - No objections, subject to the signs projecting over the footway being erected with a 2.4m minimum underside clearance and 0.45m minimum horizontal clearance to the kerb and luminance levels for each advert not exceeding 400cd/m².

Conservation Officer - Raises objections to the proposed window manifestations/ vinyls.
Raises no objections to the proposed replacement fascia sign, projecting sign .

Pre-start Conditions - Not applicable.

Development Plan and Policies

EN1/9	Advertisements
EN2/1	Character of Conservation Areas
EN2/2	Conservation Area Control
S1/1	Shopping in Bury Town Centre
S2/3	Secondary Shopping Areas and Frontages
NPPF	National Planning Policy Framework

Issues and Analysis

The following report includes analysis of the merits of the application against the relevant policies of both the National Planning Policy Framework (NPPF), the adopted Places for Everyone Joint Development Plan Document (PfE) and the saved policies within the adopted Bury Unitary Development Plan (UDP), together with other relevant material planning considerations.

The policies of the UDP that have been used to assess this application are considered to be in accordance with the NPPF and as such are material planning considerations. For simplicity, just the UDP and PfE Policies will be referred to in the report, unless there is a particular matter to highlight arising from the NPPF where it would otherwise be specifically mentioned.

Equality Act 2010: All planning applications are considered in light of the Equality Act 2010 and associated Public Sector Equality Duty, where the Council is required to have due regard for:

The elimination of discrimination, harassment and victimisation;

The advancement of equality of opportunity between persons who share a relevant protected characteristic and person who do not share it;

The fostering of good relations between persons who share a relevant protected characteristic and person who do not share it; which applies to people from the protected equality groups.

Human Rights: All planning applications are considered against the provisions of the Human Rights Act 1998.

Under Article 6 the applicants (and those third parties who have made representations) have the right to a fair hearing and to this end full consideration will be given to their comments.

Article 8 and Protocol 1 of the First Article confer a right to respect private and family life and a right to the protection of property, ie peaceful enjoyment of one's possessions which could include a person's home, and other land and business assets.

In taking account of the Council policy as set out in the Bury Unitary Development Plan 1997 and all material planning considerations, it is concluded on balance that the rights conferred upon the applicant/ objectors/ residents/ other interested party by Article 8 and Article 1 of the First Protocol may be interfered with, since such interference is in accordance with the law and is justified in the public interest. Any restriction of these rights posed by refusal/ approval of the application is legitimate since it is proportionate to the wider benefits of such a decision, is based upon the merits of the proposal, and falls within the margin of discretion afforded to the Council under the Town & Country Planning Acts.

The Crime and Disorder Act 1998 imposes (without prejudice to any other obligation imposed on it) a duty upon the Council to exercise its functions and have due regard to the likely effect of the exercise of its functions on, and the need to do all that it reasonably can to prevent crime and disorder in its area. In so doing and on making planning decisions under the Town and Country Planning Acts, the material Planning considerations shall have due regard to the provisions of the Crime and Disorder Act 1998 and its implications in the exercise of its functions.

Principle of development

The Framework states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. These matters are considered below.

Amenity

UDP Policy EN1/9 (Advertisements) seeks to control advertisements in the interests of amenity and public safety in order to enhance the quality of the Borough's environment.

NPPG Paragraph 79 states that the Local Planning Authority should consider the local characteristics of the neighbourhood, and whether the proposal is considered to be in scale and in keeping with those features, taking particular account of the local characteristics and the presence of heritage assets.

The application site is a traditional stone built Bank building. It is a Non-Designated Heritage Asset (NDHA) and is sited within Bury Town Centre conservation area.

Officers have no objections to the replacement fascia type signs and their lettering to both elevations, the projecting sign, the vinyl entrance sign and cash machine sign, as they are considered to be sympathetic to the character and appearance of both the host building and the conservation area in which the site sits. They also replace existing signage.

However, the vinyl window manifestations proposed to the ground floor windows to the elevations of the building facing The Rock and Gutter End would result in a discordant, incongruous and contemporising feature to the building and the conservation area. The manifestations (window vinyls) would therefore harm the appearance and visual amenity of the building and as a discordant, incongruous and contemporising feature in the conservation area, would not preserve or enhance its character or appearance, contrary to the requirements of Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) and the amenity requirements within UDP Policy EN1/9 (Advertisements).

For these reasons, in the interests of safeguarding the amenity of the locality and the character and appearance of the conservation area, it is recommended a split decision be issued;

1. Approving the replacement fascia signs and their lettering, projecting sign, vinyl entrance sign and the cash machine sign, hereby referred to as Proposal A; and
2. Refusing the vinyl window manifestations proposed to the ground floor windows to the elevations facing The Rock and Gutter End, hereby referred to as Proposal B.

Public Safety

UDP Policy EN1/9 (Advertisements) states that the effect on the safe use of any form of transport, including the safety of pedestrians.

The Local Highway Authority has raised no objections, subject to the luminance levels of each sign not exceeding 400 cd/l m² and the fascia signs being at least 2.4m above ground level. The restriction to the luminance levels are recommended to be secured by planning condition. In terms of the fascia signs being at least 2.4m above ground level, the submitted plans indicate this would be the case. The Local Highway Authority has recommended planning informatives be imposed making the applicants aware of this

requirement. Moreover, the existing fascia signs which would be replaced do not cause any issues to pedestrian safety as they are positioned at a safe height on the building. On this basis, the proposal is acceptable in this regard.

Conclusion

For the reasons given within the 'Amenity' section of this report, it is recommended to approve the replacement fascia signs and their lettering, projecting sign, cash machine sign and vinyl entrance sign (Proposal A) and to refuse the vinyl window manifestations proposed to the ground floor windows to the elevations facing The Rock and Gutter End (Proposal B).

Statement in accordance with Article 35(2) Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2015 (as amended)

Proposal A The proposal complies with the development plan and would improve the economic, social and environmental conditions of the area. It therefore comprises sustainable development and the Local Planning Authority worked proactively and positively to issue the decision without delay. The Local Planning Authority has therefore implemented the requirement in Policy DM3: 'Determining Development Proposals' of the National Planning Policy Framework (2026).

Proposal B 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 Policy DM3: 'Determining Development Proposals' of the National Planning Policy Framework (2026).

Recommendation: Split Decision

Conditions and Reasons:

- 1 The vinyl window manifestations advertisements under proposal B proposed to the ground floor windows to the elevations of the building facing The Rock and Gutter End would result in a discordant, incongruous and contemporising feature to the building and the conservation area in which the building is sited. The manifestations (window vinyls) would therefore harm the appearance and visual amenity of the building and as a discordant, incongruous and contemporising feature in the conservation area, would not preserve or enhance its character or appearance, contrary to the requirements of Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) and the amenity requirements within UDP Policy EN1/9 (Advertisements).
- 1 This decision for Proposal A relates to the following signs:
 - Installation of 2 No. fascia signs complete with 2 No. sets of illuminated letters and logo (1 No. set of lettering per fascia sign);
 - 1 No. internally illuminated projecting sign; and
 - 1 No. bespoke vinyl entrance sign, as shown on drawing numbered 22002 and the development shall not be carried out except in accordance with the drawings hereby approved.No other signs on the plan are approved.

Reason. For the avoidance of doubt and to ensure a satisfactory standard of design and appearance, pursuant to the policies of the Bury Unitary Development Plan and

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Places for Everyone Joint Development Plan.

- 2 The luminance of all signs shall not exceed 400cd/m2 (each).
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policies EN1/4 - Street Furniture, EN1/7 - Throughroutes and Gateways and EN1/9 - Advertisements of the Bury Unitary Development Plan.

<u>Case Officer</u>	<u>Date</u>	<u>Sign off Officer</u>	<u>Date</u>
CB	02/09/2026	HL 03.09.2026	