

BURY COUNCIL
DEPARTMENT OF OPERATIONS

REF NO: 25/022

FROM: Head of Engineering

TO: Head of Development Management

Planning Application No: 71477

Location: Pavement between Roma 268 Bury New Road &
Morrisons, Whitefield, Manchester, M45 8QS

Development: Advertisement consent for 2 No. digital 75 inch LCD
display screens either side of 1 No. BT street hub unit

RECOMMENDATION

I recommend that this planning application be refused

Reasons

1. The proposal would result in an unnecessary and unacceptable obstruction of the existing adopted highway on the A56 (Bury New Road) and the creation of additional street clutter for an installation that primarily consists of an advertisement screen, 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 on the adopted highway on Bury New Road and contrary to the active travel aspirations of the Council.
2. The proposal would result in an unacceptable obstruction of the existing adopted footway on the A56 (Bury New Road) in close proximity to the existing bus stop, which would be detrimental to pedestrian safety and maintaining existing pedestrian desire lines on the adopted highway on Bury New Road.
3. The proposal would restrict visibility to the north of approaching southbound buses on the A56 (Bury New Road) for pedestrians waiting at the adjacent bus stop, which would be contrary to the Council's 'Bury Local Transport Strategy' travel aspirations.
4. The application and submitted plans contain insufficient information to properly assess the impact the proposed LCD display screens will have on driver distraction for passing motorists on the A56 and on the approach to the adjacent signalised junction, to the detriment of highway safety.

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5. The proposal would adversely affect access to the adjacent cycle parking facilities located on the private forecourt at Morrisons, contrary to the active travel aspirations of the Council.
6. The application and submitted plans contain insufficient information in relation to the removal of 'an existing and run down phone kiosk' stated as forming part of and justification for this proposal.

Comments and Observations

It is brought to the attention of the applicant that the proposal affects existing adopted highway and that the necessary permit for the placement of such equipment on the adopted highway is highly likely to be refused by the Highway Authority.

Date: 17 February 2025

Signed: **A Southgate**
(pp) Head of Engineering

HIGHWAYS ASPECTS ONLY