

BURY COUNCIL
DEPARTMENT OF OPERATIONS

REF NO: 25/034

FROM: Head of Engineering

TO: Head of Development Management

Planning Application No: 71474

Location: Pavement adj Aldi 380 Bury New Road, Prestwich,
Manchester, M25 1AR

Development: Advertisement consent for installation of 1no. new BT
Street Hub, incorporating 75" LCD advert screens plus
the removal of associated BT Kiosks

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 reduce the available width of the existing adopted footway on the A56 (Bury New Road) to substandard levels, 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 right on egress at the junction of the northerly access serving the adjacent Prestwich Church Institute with A56 Bury New Road to sub-standard levels, which would be detrimental to highway safety and the free flow of traffic on the adjacent classified road.
4. The proposal would restrict visibility to the left on egress at the junction of the Aldi car park access with A56 Bury New Road to sub-standard levels, which would be detrimental to highway safety and the free flow of traffic on the adjacent classified road.
5. 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, to the detriment of highway safety.

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6. The application and submitted plans contain insufficient information in relation to the removal of a phone kiosk in the vicinity of the site that forms part of the 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