

NOTICE OF CONSENT TO DISPLAY ADVERTISEMENTS

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

To:

Mr Martin Brown
Telent
Rutland House
5 Allen Road
Livingston
EH54 6TQ

On Behalf Of:

Verity Cheyne
BT Group Plc
1 Braham Street
London
E1 8EE

PART 1 - Particulars of Application

Application Number: 72038

Date of Registration: 09/06/2025

Proposal:

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

Location:

Pavement outside 13 Bury New Road,
Prestwich, Manchester, M25 9JZ

PART 2 - Particulars of Decision

Bury Metropolitan Borough Council hereby give notice in pursuance of the provisions of the Town and Country Planning Act 1990 that permission has been **GRANTED** for the carrying out of the development referred to in Part 1 hereof in accordance with the application and plans submitted subject to the following conditions:-

Standard Conditions

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to -
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason for standard conditions: In the interests of amenity and in accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Specific Conditions (If Applicable):

- 1 The Express Consent hereby granted expires 5 years from the date of this decision.
Reason. The development is of a temporary nature only pursuant to Bury Unitary Development Plan Policy EN1/9 - Advertisements.
- 2 This decision relates to drawings PSW-104 001, PSW-104 002, PSW-104 003, PSW-104 004, STH-001, Driver Distraction Assessment, Street Hub Product Statement, Planning Supporting Statement and the development shall not be carried out except in accordance with the drawings hereby approved.
Reason. For the avoidance of doubt and to ensure a satisfactory standard of design pursuant to the policies of the Bury Unitary Development Plan and Places for Everyone Joint Development Plan listed.
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 - a) The luminance levels of the free standing sign hereby approved shall not exceed 5000 cd/m² during daylight hours or 300 cd/m² at any other time to accord with the recommendations of the ILP publication 'PLG05 The Brightness of Illuminated Advertisements' (2015).
 - b) The luminance level of the digital sign shall be controlled by a light sensor to adjust the screen brightness to reflect the ambient levels during the daytime and set to a maximum brightness of 300cd/m² during hours of darkness to accord with the recommendations of the ILP publication 'PLG05 The Brightness of Illuminated Advertisements' (2015). In the event of breakdown or malfunction the screen will automatically switch off.
 - c) "The advertisement shall display no special visual effects of any kind during the time that the advertisement is displayed or on transition between advertisements. The displayed image shall not include animated, flashing, scrolling, intermittent or video elements and the transition between successive images shall not include fading, swiping or other animated transition method.
 - d) The minimum display time for each piece of content on the digital display screens shall be 10 seconds.
 - e). The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays will be programmed to automatically switch to a blank screen with black background.
 - f) No content on the digital display screens shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.Reason. To avoid undue distraction and visual intrusion within the street scene pursuant to Policy EN1/9 - Advertisements of the Bury Unitary Development Plan.

The following policies of the Bury Unitary Development Plan were considered relevant:

- EN1/9 EN1/9 - Advertisements
- EN1/2 EN1/2 - Townscape and Built Design
- JP-P1 Sustainable Places
- EN1/10 EN1/10 - Telecommunications
- EN1/4 EN1/4 - Street Furniture
- HT5/1 HT5/1 - Access For Those with Special Needs
- JP-C5 Streets For All
- JP-C6 Walking and Cycling

This permission relates only to that required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and does not include any consent or approval under any other enactment or under the Building Regulations. Any other consent or approval which is necessary must be obtained from the appropriate authority.

Applicant Plan Numbers:

PSW-104 001

PSW-104 002

PSW-104 003

PSW-104 004

STH-001

Driver Distraction Assessment

Street Hub Product Statement

Planning Supporting Statement

NOTES TO APPLICANT

Not Applicable

Signed:

A handwritten signature in black ink, appearing to read 'J. H. H.', is written over a dotted line.

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On behalf of the Council

Date of Decision: 04/08/2025