

BURY COUNCIL
DEPARTMENT OF OPERATIONS

REF NO: 25/182

FROM: Head of Engineering

TO: Head of Development Management

Planning Application No: 72040

Location: Pavement at side of Morrisons, Bury New Road, 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 sub-standard levels to the right on egress in the event of an 'all red'/signal failure of the signalised junction at Stanley Road/A56 Bury New Road, which would be detrimental to highway safety.
4. The application and submitted plans contain insufficient information in relation to the removal of existing phone kiosks stated as forming part of and justification for this proposal.

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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: 31 July 2025

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

HIGHWAYS ASPECTS ONLY