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Dear Sir / Madam,

Submission of a full planning application and consent for the display of advertisements application: Temporary timber hoarding and affixed promotional vinyl banners on land at the former Peel Health Centre, Market Street, Bury, BL9 0BG

On behalf of our client, Bury College, this supporting letter has been prepared to support an application for full planning permission for a proposed temporary hoarding and an application for the consent for the display of advertisements for Bury College promotional banners which will be affixed to the temporary hoarding on land at the former Peel Health Centre, Market Street, Bury, BL9 0BG.

Background

Bury College proposes to develop a new £6 million 1,900m² Health Innovation Science, Technology, Engineering and Mathematics (STEM) Centre on recently acquired land (the former Peel Health Centre), with a build completion date no later than February 2022, subject to there being no development restrictions or risks.

With the College's existing estate running at high capacity, building the new centre would create additional space and specialist facilities to allow the College to support extra young people and adults in sectors vital for the future growth and prosperity of Bury and the wider Greater Manchester city region.

Prior to the future redevelopment of the site for the new STEM building, we are seeking planning permission on behalf of Bury College for fencing/hoarding to secure the site prior to the demolition and clearance of the existing building (which will be dealt with through a separate Prior Approval). We are also applying for Advertisement Consent as part of this application, pertaining to promotional material to be applied to the fencing/hoarding to promote the College.

The Applicant

The application is made by Bury College and relates to land entirely within their ownership.

Summary of Planning Application Submission

A number of professional disciplines have been involved in the development of the design and assessment of the proposed Development and have directly informed the preparation of this

Contains *sensitive* information

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planning application submission. As agreed with Bury Council's (BC) planning officers during pre-application discussions, the application is supported by a number of documents and drawings relevant to the proposals for the application site, and to satisfy BC's validation requirements.

In accordance with the Town and Country Planning Act 1990 (as amended) and the Town and Country Planning (Development Management Procedure) Order 2015, the planning submission comprises the following documents:

- Application forms, including Certificates of Ownership, and notices duly completed;
- Preliminary Ecological Appraisal Report, prepared by Atkins;
- Geophysical Report, prepared by RSK;
- Planning supporting letter (this letter);

The following plans and drawings also form part of the planning application:

Drawing Title	Drawing Number	Scale
SITE LOCATION PLAN	BURY-ATK-BS-PEEL-DR-D-004	1:1250
PROPOSED PLAN	BURY-ATK-BS-PEEL-DR-D-002	1:100
PROPOSED ELEVATIONS	BURY-ATK-BS-PEEL-DR-D-003	1:100
EXISTING VISIBILITIES	BURY-ATK-HGN-PEEL-DR-D-001	1:200

Site Description and Context

The Site consists of land comprising the former Peel Health Centre, which sits adjacent to the College's existing Woodbury Centre, on Market Street, Bury, BL9 0BG. The Site is predominantly rectangular in shape and is approximately 0.2 hectares in area (see Site Location Plan, drawing reference BURY-ATK-BS-PEEL-DR-D-0004). It comprises the vacant building previously associated with the health centre, car parking which lies to the east of the vacant buildings and is accessed via Trinity Street and areas of hardstanding and landscaping which lie between the vacant building and the public footway around the perimeter of the Site (hereafter referred to as the Site).

The Site is located to the south of Bury town centre, within a mixed-use area dominated by educational, business and community uses. The site is bounded by the A58 Angoulême Way to the north, B6218 Market Street to the west, Trinity Street to the south and the five storey Humphrey House (Bury Healthy Minds NHS) to the east.

Land uses in the surrounding area include:

- To the west: the Woodbury Centre (part of Bury College's campus), beyond which lies a mix of four to five storey buildings that consist of a Premier Inn, Six Town Housing, Bury Council Children Services and the NHS Townside Primary Care Centre;
- To the south east: Holy Trinity Primary Church of England School, beyond which lies St Marie's RC Primary School;
- To the south: Bury Council's Trinity Street Car Park, beyond which lies Bury College Business Solutions;
- To the north: lies Bury Interchange and the commercial core of Bury town centre, including Bury Market and beyond that Mill Gate Shopping Centre; and
- To the east: beyond Humphrey House lies Bury Council's Market Car Park.

The Site is not within a conservation area, there are no listed buildings in proximity to the Site, and it is not within or adjacent to any internationally or nationally designated sites for nature conservation. There are a small number of trees located on the amenity grass verges around the periphery of the site, although none of these are protected by Tree Preservation Orders (TPOs). No Public Rights of Way (PRoW) run through the Site, although publicly adopted highway (including footways) bound the site to the north, west and south.

Pre-application advice

Pre-application advice was sought from Bury Council, and a letter of response provided by the Council in June 2020 covered the following points:

1. The Council had some concerns regarding the promotional material / advertising element of the proposal, because planning permission for a development has not yet been applied for. The Council also noted that this type of hoarding is usually only erected once consent has been granted and were concerned that the hoardings may be in place for an extended period;
2. Concerns were raised about the potential nature and size of the promotional material, and the possibility of different heights of advertisement boards appearing cluttered on a prominent junction location;
3. The Highways team noted that, as the hoarding would abut the highway, a hoarding permit would be required and this is when exact siting could be discussed; and
4. The Traffic team were keen to avoid a large-scale advertisement on the site for safety reasons.

A follow up meeting was held with Bury Council in June 2020, during which the applicant explained that they were happy to work with the Council to find a suitable solution to securing the Site and promoting the College. The Council provided guidance on the maximum height of fencing (two metres), appropriate images/wording for advertising, and the need to consider sight lines.

The pre-application advice received has been used to inform the final siting / height of the hoarding, and the design of the promotional banners to be displayed on the hoarding.

Following the pre-application meeting, the design of the proposed promotional banners was refined and shared with the Council. Feedback received from the Council indicated that the amended design was likely to be acceptable.

Need for the Proposed Development

The proposed hoarding is needed to ensure the Site is secure prior to the demolition and clearance of the former Peel Health Centre. It is important that the Site is secured in the interests of public safety both during demolition and once the demolition works are completed.

The doors and windows of the former Peel Health Centre are secured with metal plates, and the visual amenity of the site is currently poor. It is also on a prominent road junction and is therefore highly visible. The proposed hoarding and associated promotional banners will help to screen the vacant building prior to demolition (which will be the subject of a future application for prior approval for demolition), thus improving visual amenity. After the building is demolished, the proposed Development will screen the cleared site until construction of the new STEM Centre building is complete (subject to planning permission for the proposed building being granted). Should any changes to the boundary treatment be needed once construction of the STEM Centre building commences, that will be dealt with through the planning application for the new building.

Additionally, Bury College are keen to use the hoarding to communicate that they have acquired the Site, and that they intend to deliver new facilities on it in the future, thus helping to promote the College. The College is keen to provide a positive image for the town at the prominent road junction on which the Site is located. This has informed the design evolution of the promotional banners to be affixed to the hoarding.

Proposed Development

Proposed Timber Hoarding

The proposed Development comprises timber hoarding to be erected around the entire perimeter boundary of the Site until July 2022 when construction of the STEM Centre is programmed to be completed. The construction of the STEM Centre is subject to securing planning permission and other necessary consents for the scheme. Should any changes be needed to the Site boundary treatment that will be used during construction, the revised arrangements will be detailed in the subsequent planning application for the STEM Centre which will be submitted by Bury College in due course.

The alignment of the hoarding is shown on the Proposed Plan (drawing reference BURY-ATK-BS-PEEL-DR-D-002). It is proposed to be a maximum of 2 metres in height, to take account of the topography of the Site and to ensure that the hoarding is no more than 2 metres in height from the adjoining footway where the Site boundary meets it at any point around the Site.

The hoarding will be constructed of plywood, fixed to timber posts. The posts will be supported from a combination of concrete pad foundations and surface mounted concrete blocks, dependent upon the whether the landscaping is hard or soft and to avoid the disturbance of underground services.

It is proposed that the hoarding is aligned as close to the Site boundary as possible. The exception is where there has been a need to take account of highway sight lines for vehicles turning out of Trinity Street onto Market Street and vehicles travelling from Angouleme Way via a left turn onto Market Street (see Existing Visibilities plan, drawing reference BURY-ATK-HGN-PEEL-DR-D-001) .

The proposed hoarding alignment also takes into account existing street furniture and utilities infrastructure outside of the Site boundary, such as BT telecommunications boxes. The proposed alignment allows access to the utilities infrastructure, whilst ensuring that they cannot be used as a climbing aid to provide access to the Site.

There are six elevations associated with the proposed hoarding, which will provide continuous boundary treatment around the Site. The location and extent of the six elevations are shown as Elevations A to F on the Proposed Plan (drawing reference BURY-ATK-BS-PEEL-DR-D-002) and the Proposed Indicative Elevations plan (drawing reference BURY-ATK-BS-PEEL-DR-D-003).

Timber access gates will be erected at the eastern end of Elevation E in order to secure the access into the Site from Trinity Street.

Proposed Promotional Vinyl Banners

It is proposed to affix promotional vinyl banners to the temporary timber hoarding. The banners will have a repeating design incorporating Bury College's corporate branding. The proposed banner design is shown on the accompanying Bury College Hoarding Visual 1 and will be applied along the entire length of the hoarding. The banner will vary in height in places, taking account of the varying height of the hoarding itself. In order to accommodate the variances in hoarding height, an alternative banner design will also be applied and is illustrated on the accompanying Bury College Hoarding Visual 2.

It is not proposed to illuminate the promotional vinyl banners with any dedicated lighting.

Construction

It is estimated that the works to erect the proposed hoarding will take approximately 3 weeks to complete. The majority of the work will be undertaken within the Site boundary, and no road closures will be required during the works.

There will be a need to undertake works from the adjoining footway. Where this is needed, chapter 8 barriers will be used which can be continually moved along the length of the footway as work progresses.

A number of trees will need to be pruned and vegetation cleared to enable the hoarding to be erected.

The existing car park associated with the former Peel Health Centre and accessed from Trinity Street will be utilised for parking vehicles and for construction site welfare, site compound, material deliveries and storage and storage of waste materials.

Planning History

A search of the planning history for the Site and surrounding area has been undertaken. The following planning applications are considered to be relevant to the determination of the applications for the proposed Development:

Application reference / address	Description	Decision	Date Decided
65185 2-4 Market Street, Bury, BL9 0AN	Replacement of all existing advertisements with 2 no. non illuminated fascia signs; 3 no. non illuminated projecting signs; Reverse applied vinyl marketing; White acrylic name plate; Reverse applied vinyl hexagon; 3no. Reverse applied vinyl door manifestation; Reverse applied vinyl manifestation.	Approve with conditions	7 February 2020
53443 Humphrey House, Angouleme Way, BL9 0BT	1No. non - illuminated set of stainless steel letters to front of building; 1No. non - illuminated free-standing information sign.	Approve with conditions	7 December 2010

Planning Policy Context

Section 38(6) of the Planning and Compulsory Purchase Act (PCPA) 2004 requires that all planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise.

National Planning Policy

The National Planning Policy Framework (NPPF) provides the Government's planning policies for England and sets out how these are expected to be applied. The revised version was published in July 2018 (updated February 2019). The NPPF is a material consideration in planning decisions.

The NPPF is clear that its publication does not change the statutory status of the Development Plan (paragraph 2) but it is a material consideration which should be taken into account when making planning decisions. Policies in Local Plans prepared prior to the NPPF should also not be considered out of date. The NPPF states that existing policies should be given due weight according to their consistency with the policies of the NPPF (paragraph 213). Due weight should also be given to emerging policies in decision making (paragraph 48).

The NPPF states that at the heart of the Framework is a presumption in favour of sustainable development (paragraph 10). For decision-taking, this means that local planning authorities should approve development proposals that accord with an up-to-date development plan without delay (paragraph 11).

Paragraph 127 of the NPPF sets out that planning policies and decisions should '*create places that are safe...with a high standard of amenity for existing and future users*'.

The NPPF also sets out that poorly sited and designed advertisements can negatively affect the quality and character of places (paragraph 132). The NPPF is also explains that there is a separate consent process for advertisements, and that they '*should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts*'.

Local Planning Policy

For the purposes of Section 38 (3) of the PCPA, the Statutory Development Plan for Bury currently comprises the following documents:

- The Bury Unitary Development Plan (UDP) (1997); and
- Supplementary Planning Documents.

Bury Council is now working to replace the adopted UDP with a new document entitled the Bury Local Plan. Until the new Local Plan is produced the UDP will continue to be used to make planning decisions.

The Site is not allocated for development in the Bury UDP. The site lies within the Town Centre Policy Area 'BY7 – Townside / Market Street' where proposals for community facilities, business (B1), office, leisure, recreation and car parking will be appropriate. This area is not considered appropriate for large scale retail development.

'Policy TC2/3 Vacant and Cleared Sites' states that *'the Council is concerned that vacant and cleared sites should not detract from the overall appearance of the town centres'*, and that where sites may remain undeveloped for some time, proposals for their improvement prior to redevelopment will be supported.

Visual amenity is covered in Policy EN1/1, which sets out that development will not be permitted where it would have a detrimental effect on public views of prominent or important buildings, or visual amenity within, or viewed from, areas of environmental interest.

'Policy EN1/9 Advertisements' sets criteria for the assessment of proposals for advertisements, and states that *'The Council will seek to control advertisements in the interests of amenity and public safety in order to enhance the quality of the Borough's environment'*.

'Policy EN6 Conservation of the Natural Environment' states that the Council will *'retain, protect and enhance the natural environment of the Borough, particularly in relation to areas of ecological, wildlife and geological importance'*. This is further supported by Policy EN6/3, which states that the *'effect of land use changes on existing features of ecological or wildlife value will be taken into account when assessing development proposals'*. Furthermore, proposals should seek to retain such features.

'Policy CF2/1 Bury College' supports proposals for the establishment of Bury College on a single site. Two areas have been identified for college provision, the 'Existing Site of Bury College, Market Street and Peel College Site' (CF2/1/1) and 'Land at Townside Fields for the expansion of Bury College' (CF2/1/2).

Although the emerging planning policy for Bury is at its formative stage, the Bury Local Plan Topic Paper 11 'Community Facilities' notes the increased demand for educational facilities arising from new housing growth will need to be factored into emerging Local Plan policies.

The Council has also adopted three masterplans to support the regeneration of several town centres. These include the 'Bury but Better' Town Centre Vision and Development Strategy (2009). These masterplans are a material consideration in dealing with planning applications.

The 'Bury but Better' Town Centre Vision and Development Strategy (2009) noted that the Peel Health Centre would become available in the near future. The Vision section of the Strategy sets out the importance of improving town centre gateways, including Market Street approaches to the town centre. It also seeks to broaden the role of the town centre, by encouraging the redevelopment of a number of sites around the town centre for a range of uses.

The Southern Gateway section of the Strategy states that the Peel Health Centre site will *'create a significant opportunity site on the corner of Angouleme Way and Market Street and the opportunity for a major gateway development'*.

Summary of Supporting Technical Reports

Preliminary Ecological Appraisal Report

A Preliminary Ecological Appraisal Report (PEAR) for the Site was produced by Atkins in May 2020. The purpose of the report was to identify key ecological constraints; additional ecological surveys that may be required; and avoidance, mitigation, compensation and enhancement measures. The survey notes that the Site includes areas of ornamental shrubs, grass verge and scattered trees. The Site has the potential to support nesting birds, and it is recommended that works are

undertaken outside of the March-August breeding season. The proposed hoarding would be erected in autumn 2020, therefore avoiding the breeding season.

There are scattered cherry trees around the building, two of which could be impacted by the proposed Development (see Extended Phase 1 Habitat Survey Plan and Table B-1 within PEAR). However, these are not considered to have potential to support roosting bats as no obvious features, such as cracks and crevices, were identified during the survey.

The PEAR did identify the former Peel Health Centre building as having moderate potential to support roosting bats and recommended that further surveys to determine presence / absence were undertaken in order to inform recommendations for avoidance, mitigation and compensation measures relating to roosting bats.

Therefore, Atkins' ecologists completed an inspection of the Site on 16th September 2020. This identified that the former building has the potential to support one Common Pipistrelle bat roost. This was due to a sighting of one Common Pipistrelle flying towards the building during the survey, at the time of day the species would be expected to re-enter a roost. Further surveys are planned in order to confirm whether a roost is present and, if required, to inform any mitigation measures that may be required as part of the future demolition of the building.

Atkins' ecologists have advised that the proposed Development would not disturb the roost or affect its use by bats in any way. No works will be undertaken to the building as part of the proposed Development and, although the works to erect the proposed hoarding include some minor excavation for post footings, given the urban and roadside location of the roost, any disturbance is considered to be within current parameters at the Site. Further, Atkins has sought advice from the Greater Manchester Ecology Unit (GMEU) on this matter. David Dutton (GMEU ecologist) confirmed that a standard hoarding around the building would impact on the bat roosting potential of the former Peel Health Centre. In addition, it was advised that no bat survey report was required to be submitted with this application, given the nature of the proposed Development and the town centre location of the Site.

The PEAR states that any vegetation removal or demolition works could result in the spread of cotoneaster. Therefore, it is recommended that a specialist contractor is contacted for advice on the safe removal of the plant from the Site prior to the proposed Development taking place.

No suitable habitats for badger, reptiles, priority invertebrates, otter or water vole were identified.

Existing Visibilities Study

A plan showing the results of an existing visibilities study in relation to the junctions of Angouleme Way/Market Street and Market Street/Trinity Street has been produced by Atkins (BURY-ATK-HGN-PEEL-DR-D-001). The plan takes into consideration the limits of the adopted highway and shows the visibility of the junctions and forward visibility around the bend/approach from Angouleme Way. It has been prepared in accordance with the Manual for Streets and is based on a design speed of 30 miles per hour.

The Forward Visibility Envelope drawing on the plan illustrates that if the hoarding were to be erected up to the site boundary at the north western end of the Site, this would impede visibility from Market Street and Angouleme Way. In response to this, the location of the proposed hoarding has been pulled back into the Site to ensure sight lines are maintained, as shown by the notation 'approximate deviation of hoarding line in order to avoid obstructing visibility envelope' on the plan. No visibility issues were identified in relation to Trinity Street/Market Street.

Geophysical Report

A Geophysical Report (reference 55547-CL-R01(00), dated July 2020) has been prepared by RSK, in order to investigate a number of depressions in the car park at the eastern end of the Site. The report concludes that anomalous reflections indicative of voids / nonconsolidated ground have been observed in the data which line up with the three depressions observed at the surface of the Peel Health Centre Car park. These areas are indicative of disturbed ground and may be caused by a loose or unconsolidated material, possibly air or water filled. An intrusive investigation would assist in determining the cause of these reflections so a better understanding of the ground conditions

beneath the site can be developed. It is considered that this further investigation is not required for the proposed Development but would be undertaken to support the preparation of a future proposal to redevelop the Site.

Planning Considerations

It is considered that the proposed Development complies with relevant national and local planning policies.

The proposed Development will ensure that the Site is safe for the public during demolition and potential future construction of a new building, in line with NPPF paragraph 127. The promotional banners to be applied to the hoarding have been carefully designed to ensure they will enhance the quality and character of the Site and surrounding area, and this element of the proposed Development is therefore considered to be in line with NPPF paragraph 132 and UDP Policies TC2/3, EN1/1 and EN1/9.

There are no trees protected by TPOs within the Site, and although some trees will need to be pruned and some vegetation removed to facilitate the proposed Development, this work will be done outside of bird breeding season and in keeping with the recommendations identified in the PEAR. The two cherry trees which could be impacted by the proposed Development have no potential for bat roosts. Although the former health centre building has moderate potential to support roosting bats, it is considered that any disturbance arising as a result of the proposed Development would be within current parameters at the Site. Therefore, the proposed Development will not adversely affect the natural environment and complies with UDP Policies EN6 and EN6/3.

In terms of highways considerations, the impact of the proposed Development on visibility has been carefully considered, and the originally proposed line of the hoarding was amended in response to the existing visibilities study (BURY-ATK-HGN-PEEL-DR-D-001). Therefore the proposed Development will have no impact on highways safety.

The 'Bury but Better' Town Centre Vision and Development Strategy (2009) identifies the importance of improving town centre gateways, including the Market Street approach. It is considered that the proposed Development would help to improve this gateway prior to future redevelopment of the Site.

Conclusion

The proposed Development is needed to ensure public safety, and to screen the Site during demolition and clearance of the former Peel Health Centre and during the construction of a new STEM Centre facility (which will be subject to a separate planning application). The proposed promotional banners to be applied to the hoarding will significantly improve the visual amenity of the Site, which is in a prominent and highly visible location. The banners will also enable the College to communicate their future plans to invest in the Site by bringing forward a new STEM Centre facility, and thus promoting a positive image for the town.

It is considered that the proposed Development has fully taken account of the Council's pre-application advice and provides a well-designed solution to securing and screening the Site, whilst positively promoting the College's aspirations for the Site as an asset to the town.

The proposed Development is considered to conform with national and local planning policies, as identified in the Planning Considerations section. As such, it is considered that there is a compelling case for the proposed Development, and that there are no sound reasons why planning permission and consent for the display of advertisements should not be granted. Bury Council is respectfully asked to approve these applications.

On behalf of Bury College, we wish to work closely with the Council on this proposal. As such, if you have any queries regarding the submission or require any additional information, please do not hesitate to contact me. We will be in touch shortly to discuss this application.

Yours faithfully
On behalf of Atkins



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