

NOTICE OF REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS

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

To:

Stephanie Simpson
IX Wireless
Ribble House
Ribble Business Park
Blackburn
Lancashire
BB1 5RB

PART 1 - Particulars of Application

Application Number: 72315

Date of Registration: 14/10/2025

Proposal:

Non-illuminated banner sign attached to
existing telegraph pole

Location:

Pavement adj Rose & Crown car park,
Lowercroft Road, Bury, BL8 2EY

PART 2 - Particulars of Decision

The Bury Metropolitan Borough Council hereby give notice in pursuance of the provisions of the Town and Country Planning Act 1990 that permission has been **REFUSED** for the carrying out of the development referred to in Part 1 hereof for the following reasons:-

- 1 The proposal would result in the unauthorised display of an advertisement on the adopted highway on infrastructure not approved for that purpose, which would pose an undue distraction to traffic on the adjacent classified road, set an unwelcome precedent and be detrimental to highway safety and maintaining the amenity of adjoining occupiers. The proposed development would therefore be contrary to policies JP-C5 - Streets for All, JP-C6 - Walking and Cycling, and JP-C8 - Transport Requirements of New Development.

- 2 The proposed sign would be an intrusive, discordant and alien feature into the area which would be harmful to the character and visual amenity of the area. The proposed development would therefore be contrary to policies EN1/2 - Townscape and Built Design, EN1/9 - Advertisements and the principles of the NPPF.

Statement in accordance with Article 35(2) Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2015

The proposal would not improve the economic, social and environmental conditions of the area nor does it comply with the development plan and therefore does not comprise sustainable development. There were no amendments to the scheme, or conditions which could reasonably have been imposed, which could have made the development acceptable and it was therefore not possible to approve the application. The Local Planning Authority

has therefore implemented the requirement in Paragraph 38 of the National Planning Policy Framework.

The following policies of the Bury Unitary Development Plan, National and Regional Government were considered relevant:

NPPF National Planning Policy Framework
EN1/2 EN1/2 - Townscape and Built Design
EN1/9 EN1/9 - Advertisements
JP-C5 Streets For All
JP-C6 Walking and Cycling
JP-C8 Transport Requirements of New Development

This decision relates only to the Town and Country Planning Acts 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:

Location plan - Telegraph pole 94 Lowercroft road
Banner sign details Design A Version 1

NOTES TO APPLICANT

Not Applicable

Signed:

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

2 of 2

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On behalf of the Council

Date of Decision: 28/11/2025