

NOTICE OF CONSENT TO DISPLAY ADVERTISEMENTS

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

To:

Mr Porte
Clear Channel UK Ltd
33
Golden Square
London
W1F 9JT

PART 1 - Particulars of Application

Application Number: 68402

Date of Registration: 04/05/2022

Proposal:

Installation of wall-mounted illuminated
48-sheet D-Poster (digital) display -
Illuminated external 3m x 6m, Frequency of
images to be no greater than once every ten
seconds

Location:

10 Tottington Road, Bury, BL8 1LH

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 This decision relates to drawings - Location plan PY4271/001 rev B; Revised proposed site plan PY4271/002 rev C; Proposed elevation PY4271/004 rev B; Proposed side elevation PY4271/009 rev B 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 listed.
- 2 The development hereby approved shall not be commenced unless and until full, dimensioned details of the position of the proposed installation relative to the limits of the adopted highway along with a method statement/traffic management plan for the erection of the digital LED screen immediately adjacent to the B6213 Tottington Road, incorporating appropriate traffic management arrangements, pedestrian protection measures and retention of adequate pedestrian facilities/access arrangements on the Tottington Road footway that abuts the site, has been submitted to and approved by the Local Planning Authority. The details and measures subsequently approved shall be implemented to the satisfaction of the Local Planning Authority and maintained for the duration of the works that affect the adjacent adopted highway.
Reason. In the interests of pedestrian and road safety pursuant to Bury Unitary Development Plan Policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 3 Prior to the commencement of development, the advertisements, posters and signage displayed on the fencing and within the area of the grassed verge located within the red edge location plan shall be removed from site and shall thereafter be permanently maintained free of any advertisements, posters and signage.
Reason. In the interests of visual amenity pursuant to Bury Unitary development Plan policies EN1/2 - Townscape and Built Design and EN1/9 - Advertisements.
- 4 The LED screen displays shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 5 The sequencing of messages relating to the same product is prohibited.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 6 The interval between successive displays shall be 0.1 seconds or less.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 7 The advertising display panel shall have a default mechanism to freeze an advertisement in the event of any malfunction.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements

of the Bury Unitary Development Plan.

- 8 The luminance of the advertisement hereby permitted shall comply with the levels and recommendations set out in the Institute of Lighting Professionals publication "The Brightness of Illuminated Advertisements" (PLG05 2015) or any document amending or superseding that report. The level of luminance of the advertisement shall be controlled by light sensors that measure ambient light levels and automatically control the perceived brightness to within these limits. The luminance of the LED screen display shall not exceed 300cd/m² during twilight and night hours.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 9 The LED screen displays shall only show two dimensional static images for the lifetime of the development, shall contain no moving images, strobe lighting effects, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs and no messaging should spread across more than one screen image.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 10 The illumination of the LED screen displays shall not at any time be intermittent.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 11 A mechanism shall be in place so that if the LED screens break down, they default to a black screen to avoid any flashing error messages or pixilation.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.

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

NPPF National Planning Policy Framework
EN1/2 EN1/2 - Townscape and Built Design
EN1/9 EN1/9 - Advertisements
EN1/7 EN1/7 - Throughroutes and Gateways

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:

Location plan PY4271/001 rev B; Revised proposed site plan PY4271/002 rev C; Proposed elevation PY4271/004 rev B; Proposed side elevation PY4271/009 rev B.

NOTES TO APPLICANT

- . The applicant's attention is drawn to the need to consult the Department for Operations in order to obtain any highway permits that may be required prior to works

affecting the adopted highway commencing. The cost of any permits and necessary works/measures will be the responsibility of the applicant.

Signed:

A handwritten signature in black ink, appearing to read 'for hawthorn'.

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On behalf of the Council

Date of Decision: 25/10/2022