

NOTICE OF REFUSAL 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:

Mr Simon Warner
BT Group plc
1 Braham Street
London
E1 8EE

PART 1 - Particulars of Application

Application Number: 71475

Date of Registration: 23/12/2024

Proposal:

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

Location:

Pavement adj 109 Parr Lane, Bury, BL9 8JN

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 an unnecessary and unacceptable obstruction of the existing adopted highway on Parr Lane, a Class III road, and the creation of additional street clutter for an installation that primarily consists of an advertisement screen, which would be detrimental to pedestrian safety, maintaining existing pedestrian desire lines on the adopted highway on Parr Lane and contrary to the active travel aspirations of the Council. The proposed development therefore conflicts with the following policies of the Development Plan: EN1/9 - Advertisements, EN1/4 - Street Furniture, EN1/2 Townscape and Built Design, JP-P1 Sustainable Places, JP-C5 Streets for All, JP - C6 - Walking and Cycling and the National Planning Policy Framework.
- 2 The proposal would result in an unacceptable obstruction of the existing adopted footway on Parr Lane, a Class III road, which would be detrimental to pedestrian safety and maintaining existing pedestrian desire lines on the adopted highway on Parr Lane. The proposed development therefore conflicts with the following policies of the Development Plan: EN1/9 - Advertisements, EN1/4 - Street Furniture, EN1/2 Townscape and Built Design, JP-P1 Sustainable Places, JP-C5 Streets for All, JP - C6 - Walking and Cycling and the National Planning Policy Framework.
- 3 The application and submitted plans contain insufficient information to properly assess the impact the proposed LCD display screens will have on driver distraction for passing motorists on Parr Lane and at the adjacent mini-roundabout at the Sunny

Bank Road junction, to the detriment of highway safety. The proposed development therefore conflicts with the following policies of the Development Plan: EN1/9 - Advertisements, EN1/4 - Street Furniture, EN1/2 Townscape and Built Design, JP-P1 Sustainable Places, JP-C5 Streets for All, JP - C6 - Walking and Cycling and the National Planning Policy Framework.

- 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. The proposed development therefore conflicts with the following policies of the Development Plan: EN1/9 - Advertisements, EN1/4 - Street Furniture, EN1/2 Townscape and Built Design, JP-P1 Sustainable Places, JP-C5 Streets for All, JP - C6 - Walking and Cycling and the National Planning Policy Framework.
- 5 The proposed advertisements, by virtue of their illumination, size and siting would appear as an incongruous addition to the street scene which would be severely detrimental to both the appearance of the streetscene and to the general visual amenities of the area contrary to Development Plan Policies EN1/9 - Advertisements, EN1/2 - Townscape and Built Design, EN1/4 - Street Furniture, JP-P1 Sustainable Places and the National Planning Policy Framework.

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

S1/4	S1/4 - Local Shopping Centres
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:

Street Hub BRY-114
Existing site plan rev A
Proposed site plan rev A
Existing site elevations rev A
Proposed site elevation rev A
BT Street hub elevations
Site specific Supporting Statement BRY-114

NOTES TO APPLICANT

- . 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.

Signed:

A handwritten signature in black ink, appearing to read 'Paul Harris', written in a cursive style.

3 of 3

.....
On behalf of the Council

Date of Decision: 17/02/2025