

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: 71482

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 184 Walmersley Road, Bury,
BL9 6LL

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 proposed advertisements, by virtue of their illumination, siting and location, would appear as an incongruous addition to the street scene which would result in an adverse impact on the visual amenity and character of the area, contrary to Policies EN1/2: Townscape and Built Design, EN1/7: Throughgates and Gateways and EN1/9: Advertisements of the Bury Unitary Development Plan and the National Planning Policy Framework.
- 2 The proposal would result in an unnecessary and unacceptable obstruction of the existing adopted highway on the A56 (Walmersley 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 Walmersley Road and contrary to the active travel aspirations of the Council, contrary to Policies JP-C1: An Integrated Network' JP-C5: Streets for All; and JP-C6: Walking and Cycling of the Places for Everyone Joint Development Plan and the National Planning Policy Framework.
- 3 The proposal would reduce the available width of the existing adopted footway on the A56 (Walmersley Road) to sub-standard levels, which would be detrimental to pedestrian safety and maintaining existing pedestrian desire lines on the adopted highway on Walmersley Road, contrary to Policy EN1/4: Street Furniture of the Bury Unitary Development Plan, policies JP-C1: An Integrated Network, JP-C5: 'Streets for All; and JP-C6: Walking and Cycling of the Places for Everyone Joint

Development Plan and the National Planning Policy Framework.

- 4 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 the A56 and on the approach to the adjacent pedestrian crossing to the south, to the detriment of highway safety, contrary to policies contrary to Policy EN1/4: Street Furniture of the Bury Unitary Development Plan, policies JP-C1: An Integrated Network, JP-C5: 'Streets for All' and JP-C6: Walking and Cycling of the Places for Everyone Joint Development Plan and the National Planning Policy Framework.

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

S1/5	S1/5 - Neighbourhood Centres and Local Shops
EN1/2	EN1/2 - Townscape and Built Design
EN1/7	EN1/7 - Throughroutes and Gateways
EN1/9	EN1/9 - Advertisements
EN1/4	EN1/4 - Street Furniture
HT5/1	HT5/1 - Access For Those with Special Needs
HT6/1	HT6/1 - Pedestrian and Cyclist Movement
JP-C5	Streets For All
JP-C6	Walking and Cycling
NPPF	National Planning Policy Framework
NPPG	National Planning Policy Guide

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:

NOTES TO APPLICANT

1. 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.

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On behalf of the Council

Date of Decision: 17/02/2025