

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: 71479

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 Bury Interchange, Market
Street, Bury, BL9 0BL

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 applicant has failed to demonstrate that the proposed development would not have an adverse impact upon driver distraction for passing motorists on the A58 on the approach to the adjacent signalised junction and for bus drivers exiting the bus interchange, to the detriment of highway safety. The proposal therefore conflicts with the following policies of the Unitary Development Plan EN1/9 Advertisements. 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.

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:

EN1/9 EN1/9 - Advertisements
EN1/2 EN1/2 - Townscape and Built Design
JP-P1 Sustainable Places
EN1/10 EN1/10 - Telecommunications
EN1/4 EN1/4 - Street Furniture
HT5/1 HT5/1 - Access For Those with Special Needs
JP-C5 Streets For All
JP-C6 Walking and Cycling
NPPF National Planning Policy Framework

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:

Existing site plan
Proposed site plan
Existing site elevation
Proposed site elevation

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:



2 of 2

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On behalf of the Council

Date of Decision: 17/02/2025