

# **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

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### **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

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### **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:



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On behalf of the Council

**Date of Decision:** 17/02/2025