

# 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:** 71480

**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 Units 1 & 2, Angouleme Retail  
Park, Angouleme Way, Bury, BL9 0BZ

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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 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, 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 A58 (Angouleme Way) to substandard levels, which would be detrimental to pedestrian safety and maintaining existing pedestrian desire lines on the adopted highway on Angouleme Way, contrary to Policy EN1/4: Street Furniture of the Bury Unitary Development Plan, and policies 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 proposal would restrict visibility to the north of approaching southbound buses on the A58 (Angouleme Way) for pedestrians waiting at the adjacent bus stop, which would be contrary to the Council's 'Bury Local Transport Strategy' travel aspirations, contrary to Policy EN1/4: Street Furniture and EN1/7: Throughroutes and Gateways of the Bury Unitary Development Plan and 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.
- 5 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 and policies 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**

Not Applicable

Signed:

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

3 of 3

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On behalf of the Council

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