

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: 71478

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 130 Water Street, Radcliffe,
Manchester, M26 4BE

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 the A665 (Water Street) 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 and safe pedestrian access to the adjacent business premises on Water Street, to the detriment of pedestrian safety on the adopted highway on Water Street 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 siting of the proposed advertisements would restrict visibility to the right on egress at the junction of the car park/service yard access adjacent to No. 101 Water Street with A665 Water Street, and to the left on egress at the junction of the 'Canal' car park access with Water Street to sub-standard levels which would be detrimental to highway safety and the free flow of traffic on the adjacent classified road. 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 the A665, 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 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.

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:

S1/3	S1/3 - Shopping in District Centres
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
EN2/1	EN2/1 - Character of Conservation Areas
EN2/2	EN2/2 - Conservation Area Control
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 and Proposed Views
Existing Site Plan Rev A
Proposed Site Plan Rev A
Existing Site Elevation Rev A
Proposed Site Elevation Rev A
BT Street Hub Unit Dimensions
Planning Supporting Statement
Anti-Social Behaviour Management Plan Version 3
Street Hubs Beyond connection

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 'J. H. H.', is written over a dotted line.

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On behalf of the Council

Date of Decision: 17/02/2025