

NOTICE OF REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

To:

Mr Dave Trudgeon
Conway Architectural Design
6 Conway Close
Middleton
Manchester
M24 1EW

On Behalf Of:

Mrs Debbie Collinge
4 Colville Drive
Bury
BL8 2DX

PART 1 - Particulars of Application

Application Number: 72353

Date of Registration: 19/09/2025

Proposal:

Advertisement consent for 2 no. non
illuminated signs attached to side garden
walls of 466 & 474 Bolton Road

Location:

4 Colville Drive, Bury, BL8 2DX

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 reason of their size, siting and design would be out of character and detrimental to the general visual amenities of the area and therefore are contrary to policies EN1/9 - Advertisements, EN1/2 - Townscape and Building Design and EN1/7 - Throughroutes and Gateways of the Bury Unitary Development Plan and the National Planning Policy Framework.
- 2 The proposed advertisements, due to their position in close proximity to the Colville Drive/Bolton Road junction, their position on either side of Colville Drive, size and colour, would pose an undue distraction to drivers on the adjacent classified road (A58 Bolton Road) and vehicles manoeuvring at the junction, which would be detrimental to highway safety. The proposal is therefore contrary to Policies EN1/9: Advertisements and HT2: Highway Network of the Bury Unitary Development Plan and Policies JP-C1: An Integrated Network, Policy JP-C4: The Strategic Road Network, JP-C5: Streets for All of the Places and JP-C8: for Everyone Joint Development Plan.

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:

EN1/2	EN1/2 - Townscape and Built Design
EN1/7	EN1/7 - Throughroutes and Gateways
EN1/9	EN1/9 - Advertisements
HT2	HT2 - Highway Network
JP-C4	Strategic Road Network
JP-C5	Streets For All
JP-C8	Transport Requirements of New Development
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:

Drawing no. 1016-01: Block And Location Plan; and,
Drawing no. 1016-02: Proposed Signage (includes Location Plan).

NOTES TO APPLICANT

Not Applicable

Signed:



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On behalf of the Council

Date of Decision: 12/11/2025