

23rd January 2026

Manchester City Council
Planning
PO Box 532
Manchester
M60 2LA

Wildstone Reference: 10854 – 1/11 Oldham Road
Planning Portal Reference: PP-14534613

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

Address: Land adjacent to 1-11 Oldham Road, Manchester Road, M4 5EQ

Proposal: 1no. digital advertising display with full motion

Dear Sir/Madam,

Please find enclosed an application for express advertisement consent to enable full motion advertisements to be presented by the existing digital advertising display located adjacent to 1-11 Oldham Road, Manchester.

This proposal is part of an industry wide drive to modernise and upgrade advertising infrastructure to meet existing and future digital media requirements for both consumers and businesses. The overall strategy is to deliver premium full motion sites in the most appropriate locations, which provide high quality, sustainable, and adaptive digital infrastructure that can benefit the local community through its wide range of potential uses.

The Applicant

Wildstone Estates Limited is part of the Wildstone Group, an outdoor media infrastructure provider which owns and manages the land and equipment required for advertising. Their advertising assets are rented to operators to display local and national advertising campaigns.

The proposed digital full motion display would utilise the latest 3rd generation digital display technology, which offers an advanced level of control over brightness, reduced energy consumption, and an extended life cycle with fewer maintenance requirements. The integrated control mechanisms enable the displays to reference ambient light levels which ensures advertisements remain visible under all conditions during daylight and are suitably muted at night.

Wildstone ensure sites are well maintained and operate in line with planning conditions; any issues or queries are dealt with by a Network Operation Centre (NOC) to facilitate responsive maintenance where necessary. Diagnostics software can report any small technical faults (e.g. a broken panel) and revert content to a default black if necessary. Engineers are able to respond within 24 hours to any issues which require attendance.

Background and Planning History

Express advertisement consent at the site location was first granted in 1973 for 2no. illuminated advertising billboards under Council reference 11589. Express consent was again granted in 1993 by the Council for a single 96-sheet illuminated 'multivision' display (three faces by revolving triangular blades).

The existing digital display was then granted express consent on 22 April 2013 by the Planning Inspectorate under reference APP/B4215/H/13/2189817 and has been operational since April 2016. In determining the application for the consented digital display, the Planning Inspectorate considered the proposal would be acceptable in terms of amenity and public safety, by successfully integrating to the commercial street scene and surroundings as summarised in **Table 1** below.

Table 1: Summary of Planning Inspector comments – Appeal Decision Notice

The proposed display would improve the site's relationship with the setting and buildings of 2 & 4 Swan Street by reducing the sense of bulk and dominance, and increasing the separation distance between the digital panel and No 2 & 4. Consequently, the curved Listed building would be better appreciated, illumination of the panel would have no impact in this regard.
Strict controls over the operation of the digital display in terms of illumination levels and hours of operation alongside its similar size and scale to the existing billboard, ensure it would not fail to preserve the setting of the Listed building
The scheme would be in views of the Crown and Kettle Public House, but it would be separated from that building by a wide and busy road junction. Similarly, when looking obliquely at the Daily Express Building from the south along Great Ancoats Street the display panel would be visible beyond, but it would be some distance away. Therefore, taking into account this separation, noting the effect of the existing advertisement and mindful that both of these properties stand in a changing vibrant cityscape, the proposal would not have an appreciable adverse impact on the site's contribution to the settings of these listed buildings and would not harm the context in which they are experienced.
The display panel would not intrude prominently into views into any of the 3 surrounding conservation areas. The site would be seen amongst the various car parks, hoardings and other undistinguished development on the north side of Oldham. It would also be separated from each of these conservation areas by roads of significant width and notable visual impact. Therefore, it would not fail to preserve the settings of any of the nearby conservation areas.
When travelling along Oldham Road the site is at a gateway to the centre of the city. However, advertisements of this type are an increasingly accepted part of the townscape, and to the east are various buildings and land uses that contribute little to the quality of the built realm. Furthermore, its relationship to the road means it would not be readily appreciated when approaching the city centre, and, while it would be brighter than what

is there now, its impact would be mitigated by the replacement fencing and landscaping. Therefore, it would not be discordant or harmful in this gateway location.
The highway junction adjacent to the site is not unduly complex and there is no particular reason why the arrangement of the junction would encourage drivers to make sudden lane changes or be indecisive.
The digital display would not impact upon the visibility, or ability of road users to interpret and react to the existing traffic signals which control the highway environment. The distance between traffic signals and the digital display ensures drivers would be clearly away of the distinction between the two.
In consideration of the dynamic and vibrant part of the city centre where the site is located, where there are numerous pedestrian crossings, junctions, advertisements and similar, drivers are alert to potential distractions and unexpected occurrences; thus the proposal would not have an unacceptable additional impact on drivers attention through either its illumination, rotating images, or the transition from one image to the next.
Given its relationship to the carriageway, the advertisements on the display panel would not distract drivers approaching this junction along Oldham Road. The Council were unable to provide any substantive evidence to prove otherwise.

The Proposal

The proposal seeks to update the existing digital advertising display at the site location to allow full motion advertisements to be presented. The size, scale, elevation, and orientation of the proposed display will therefore remain unchanged, measuring 12m wide x 3m high.

The proposal compliments the commercial nature of the site and surrounding area and will support efforts for its continued improvement, modernisation, and economic development by supporting the commercial enterprises, businesses, and traders located throughout the immediate and wider surroundings. Combined, the site and wider commercial location, will form part of a network of sites providing premium digital full motion advertising, within busy urban commercial environments throughout Greater Manchester.

The proposed update to the existing digital display to allow full motion content to be presented will not require the site to be repositioned or relocated. The digital display will remain as a freestanding unit in its current position.

The display will continue to be viewed by highway users travelling on Oldham Road as they travel through Manchester's commercial district. The display's modest appearance, location, and familiarity within a commercially orientated environment, ensures that its established and successful integration to the street scene remains unaffected.

The proposed full motion update will utilise the latest generation of digital LED technology which will increase the durability, efficiency, and sustainability of the existing digital display. Once operational, the upgraded digital display will be capable of presenting both static and full motion two dimensional advertisements, for a period of

10 seconds, over a one minute cycle. As with the currently static advertisements which update 1/10s, the transition of one motioned advertisement to the next would be seamless and occur without any special effect.

In terms of illumination, the proposal would not result in any alterations, the display will continue to function in accordance with The Institute of Lighting Professionals (ILP) best practice guidance '*The Brightness of Illuminated Advertisements including Digital Displays PLG05 2023*' (BIADD). Therefore, illumination will be limited to a maximum of 5,000cd/m² during daylight and 300cd/m² at night. Images will be carefully calibrated and strictly controlled so that they appear appropriately illuminated during daylight, night, dawn, dusk, and periods of inclement weather.

Operating and illuminating the digital display in this manner ensures the appearance of all advertisements will be modest during daylight and significantly muted at night. The proposal's update ensures internal sensors are able to more accurately analyse the local ambient illumination conditions and adjust brightness, contrast, and colour configuration in real time, for each individual advertisement. This ensures that advertisements have a uniform appearance in all conditions. The display will continue to be monitored and controlled from a network operations centre in real time.

Conditions

All advertisements are subject to the five standard conditions set out in the Regulations. The vast majority of digital advertisement consents now also operate within an established set of parameters that include controls over the level of luminance and the proposed speed and rate of change between adverts. These "industry standard" conditions have evolved over time, in order to address common concerns relating to amenity and public safety.

The digital displays operate with a system of threshold controls, timers, and light sensors to ensure that the luminance never exceeds the ILP guidelines held within Technical Note 5 '*The Brightness of Illuminated Advertisements including Digital Displays*' (BIADD). The BIADD document provides model conditions for digital illuminated displays to which the proposal would adhere. The model conditions form the basis for the proposal's 'Recommended Conditions' which are set out in **Appendix 1**. They follow the Planning Inspectors curfew and illumination limitations for the existing digital display.

The Site

The proposal site constitutes a small section of land which hosts an existing 96-sheet (12m x 3m) digital advertising display which benefits from Class 14 deemed consent, having been granted express consent during April 2013 (appeal ref: APP/B4215/H/13/2189817). The existing digital display broadly faces south and lies between the circular HBL Bank UK and St Vincents House, with the Oldham Road and Great Ancoats Street immediately adjacent to the south. To the rear of the lies a small landscaped car park and further commercial buildings.

The wider surroundings comprise commercial built form which ranges between small ground floor units and large multistorey buildings, office buildings, and residential blocks to the south east. The highway network also features prominently and directs traffic past the site to the north east and south east.

The site is not located within a Conservation area or within proximity of any heritage assets that would be negatively impacted by the proposal; as confirmed by PINs when granting express consent for the existing digital display.

Highway users travelling south west on Oldham Road towards Great Ancoats Street, and north west on Great Ancoats Street towards Oldham Road, as demonstrated in the images below. The proposal to enable full motion advertisements would not impact upon the site's appearance within the street scene or how it is interpreted by passing traffic.



Figure 1: Approaching site heading north west on Great Ancoats Street. The site is seen within a largely commercial context. The site is integrated to the street scene and is an accepted feature of the highway environment.



Figure 2: Approaching site heading south west on Oldham Road. The site is seen within a largely commercial context. The site is integrated to the street scene and is an accepted feature of the highway environment.

In light of the above, it is considered that in terms of the surrounding area's character, land use, and appearance, the site and proposal are ideally located, and would not detract from either amenity or public safety. This is consistent with similar locations where full motion advertising has been allowed in the UK (see **Appendix 2**).

Planning Policy

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the "Regulations"). Regulation 3 states that advertising

should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2025 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 141 of the National Planning Policy Framework (NPPF) advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts.

Planning Considerations

Evidence suggests that the simple update of the existing advertising display to enable full motion content to be presented will not lead to any material change in the visual impact of the site, or the surrounding areas appearance and character. There would be no change to the size, scale, positioning, visibility or interactions with the site by highway users within the immediate vicinity and wider surroundings.

However, the applicant understands that as the proposal seeks a new grant of express consent to enable full motion content to be presented, it is necessary to review the proposal's potential impacts in terms of amenity and public safety. The impact of the proposal on amenity and public safety is therefore considered below.

Amenity

Concerning amenity, the proposal would not be detrimental in either an immediate or wider sense. It is not within a Conservation Area (CA), attached or adjacent to a Listed building or within proximity of any local heritage assets that would be materially impacted by enabling full motion advertising content. The proposal in effect only seeks a technical update to allow motioned content to be presented in addition to existing static content.

The aforementioned CAs lie adjacent and opposite the site, however it is only their very outer extents which would have any potential to interact with the proposal. These areas are overwhelmingly commercial and feature an array of modern and vibrant built form, including further advertising displays; the proposed update to the existing display would not therefore cause it to appear out of place, incongruent, or detrimental to the preservation and enhancements of the CAs.

The Planning Inspector in granting express consent for the existing digital display also considered its potential impact upon nearby Grade II Listed buildings. The Inspector determined that the proposal would have a neutral to positive impact, reducing the site's bulky appearance and introducing a degree of separation between the display and adjacent Listed building. As the proposal would not change the position, orientation, size, or scale of the advertising display, it is considered the extant proposal would have no further impact upon the nearby Listed buildings than that considered acceptable by the planning inspector when granting express consent APP/B4215/H/13/2189817.

The proposal represents continued design excellence, providing a modern, sleek, elegant, high quality installation of architectural merit. Moreover, the proposal continues to champion design excellence within a commercial setting, exemplifying the tone for any future commercial development whilst respecting the commercial and industrial heritage of the wider area.

The existing display, identical to the proposal in all but its technical advancement, was assessed in amenity terms by PINs and considered acceptable in April 2013. The display has now been operational for almost 10 years and has become a local landmark, and an important contributor to the character of the area, the street scene, and the push to maintain improvements within the surroundings.

The proposal to include motioned advertisements will not alter the size, scale, massing, position, or appearance of the existing advertising display; the proposal should not alter the conclusions reached by the Planning Inspectorate when determining the prior application. The introduction of motioned content will simply add additional functionality to the display and allow it to reach its full potential in supporting creative content. The ability to present motioned advertisements will open opportunities for interesting and creative campaigns and help drive future investment.

There would be no change to the controls placed on content, with all advertisements required to adhere to strict illumination and operational parameters, as is the case with the existing display; the proposal would not result in an incongruous development. Moreover, use of the latest technology will likely lead to lower energy demands, use of more sustainable and long lasting parts / materials, and less maintenance / replacement parts.

Highway users would, as with the consented display, continue to view the proposal in a commercial context alongside the shops and businesses which surround the site location. The proposal would be seen and experienced within an entirely appropriate environment which is fully capable of supporting and integrating digitally presented motioned advertising content.

It is clear that the proposal would not detract from the character and appearance and amenity value of the street scene and wider area. Highway users would continue to view the site as an integrated commercial feature within the context of the larger building which sit adjacent.

Public Safety

When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the level of illumination and the sequential change between advertisements is controlled to prevent distraction from the driving task. As the principle of large format roadside advertising has already been successfully established at this location by means of the existing digital display, the Council need only consider whether the newly proposed controls are sufficient to ensure that there is no additional distraction which would cause an unacceptable impact on highway safety.

These conditions are now well established as best practice, as such any change would be unusual and would need to be evidence based and specific to the location. Furthermore, these conditions were considered acceptable by the Planning Inspectorate when reviewing the prior proposal and granting express consent.

The surrounding highway environment comprises the A62 Oldham Road dual carriageway and the Great Ancoats Street dual carriageway. Highway users travel south west on Oldham Road when heading towards the site and north west on Great Ancoats Street. Both highways are relatively straightforward, uncomplex, and safe; the road are limited to 30mph are straight, open, well lit, appropriately signed and marked, and have good forward visibility on approach and when passing the site location. The site is located in reasonably distanced position relative to traffic signals and does not therefore form part of any immediate background or backdrop to traffic

signals for approaching vehicle users, cyclists, or pedestrians. The visibility, clarity, and interpretation of the traffic signals would be unaffected by the proposal, as would sight lines and the visual splays of the adjacent junction.

Highway users are able to view the site and existing digital display over a modest distance without issue or concern, there is ample opportunity to observe upcoming highway conditions and traffic movements whilst glancing views of the site and digital display. Potential for driver distraction is limited, owing to the site's offset and set back positioning, good forward visibility on approach to the site, and clear uninterrupted views of traffic movement, traffic signals, and the site's subservient appearance, size, and scale, to the immediate and surrounding built form. The site and existing display now form part of the integrated commercial fabric which constitutes a highway users view and experience when travelling through the centre of Manchester; it is a normalised commercial highway feature that motorists, pedestrians, and cyclists have become accustomed to. Traffic safety data (thinkmap.org) confirms the site's successful integration to the highway environment, with only two slight incidents recorded over the past three years (2022-2024 inclusive) in vicinity of the site from where the digital display is seen.

There has been no material change to the highway layout or its use since the original grant of express consent for the existing digital advertising displays by the PINs, and there are no available plans to indicate a potential for future changes.

Under these circumstances, and as confirmed by the accompanying Highway Safety Report, it is considered that the proposal to update the existing digital display to enable full motion content to be presented would not constitute a hazardous distraction to anyone exercising a reasonable standard of care. Consequently, the proposal would not give rise to public safety issues that would prevent the granting of express advertising consent.

Conclusion

The proposal seeks a new grant of express consent with amended operational conditions to allow the existing digital display located at 1-11 Oldham Road Manchester, to present full motion advertisements. The existing display was granted express consent in April 2013 and now benefits from Class 14 deemed consent. The principle of large format digital advertising at the commercial centre has long been established as acceptable, and there is no indication this would change with the inclusion of full motion advertisements.

The site and existing digital display are seen and experienced within a predominantly commercial context and are successfully integrated to the immediate and wider environment. The proposal, to allow full motion content to be presented on the existing display, would have no material impact upon the site or its integration to the street scene. The proposal's size, scale, position, and appearance would be no different to the existing digital display.

In terms of amenity, the proposal would have a neutral impact upon the appearance, character, visual amenity of the site, surrounding area. Strict controls regarding the illumination and operation of the existing digital display would be maintained, ensuring that it appears as an appropriate commercial feature at all times.

Regarding public safety, there would be no material impact upon a driver's ability to safely navigate the surrounding highway environment whilst glancing views of the consented display. The highway environment is

safe, straightforward, and set out in manner which would enable the successful operation of a full motion digital display.

For these reasons it is respectfully considered that the application should be granted express consent.

Application Submission

In order to complete the application, please find attached the following documentation:

- Completed application forms
- Letter Statement (this letter);
 - Appendix 1 Recommended Conditions
 - Appendix 2 Comparable Sites
- Highway Safety Report
- Architectural drawings including;
 - 10854 PA 01 Site Location Plan
 - 10854 PA 02 Existing Site Plan
 - 10854 PA 03 Proposed Site Plan
 - 10854 PA 04 Existing and Proposed Elevations

Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully,

RP

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