

Planning

Growth & Development

Delegated officer report for planning application

Application no. 145316/AOH/2026
Date registered valid: 3 March 2026
Proposal: Erection of an illuminated small format advertising display
Address: 571 Oldham Road, Manchester, M40 5AF
Ward(s): Miles Platting & Newton Heath Ward

Applicant: Wildstone Estates Limited
Agent (if any): Mr Dan Melling, Stantec UK Limited
Case officer: Harriet Aidoo
Tel: 0161 234 4532
Email: harriet.aidoo@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 27 April 2026

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 17 March 2026

Standard consultations:

Printed: 9 March 2026 Expired: 30 March 2026

Neighbour notifications

Printed: 9 March 2026 Expired: 30 March 2026

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

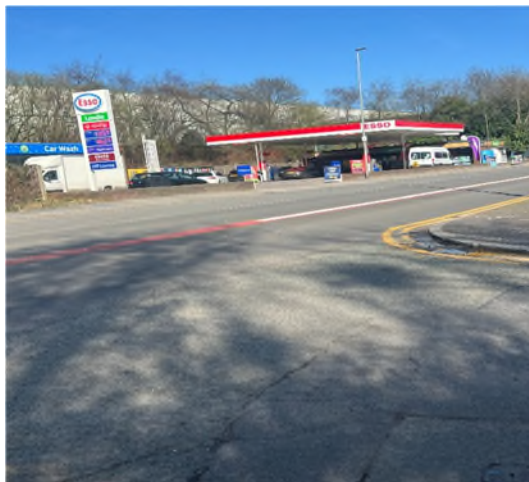
Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The application site forms part of an Esso filling station with associated Londis retail unit and car wash. The site butts Oldham Road (the A62), a key radial route into Manchester city centre. The immediate surrounding area is characterised by commercial, warehousing, light-industrial, retail and leisure use.



Site visit, 17.03.2026

Site History

- o CDN/24/1137 - Discharge of Condition 4 (CMP) attached to planning permission 135173/FO/2022. Approved 03.02.2025
- o CDN/24/1002 - Discharge of condition 6a (external equipment) and 9 (materials) attached to planning permission referenced 135173/FO/2022. Approved 12.11.2024
- o 135173/FO/2022 - Creation of charging zone, EV charging points, erection of canopy, three jet wash bays, sub-station enclosure, low voltage (lv) panel and associated forecourt works. Approved 06.06.2023
- o 114062/FO/2016 - Retrospective application for the installation of an ATM. Approved 18.11.2016
- o 045797/AO/NORTH2/94 - Replacement of corporate identity signage. Approved 12.08.1994
- o 035448 - Relocation of existing petrol filling station. Approved 29.12.1989
- o 029862 - Relocation of existing petrol filling station. Approved 29.10.1987

Description of development

The submitted plan relates to the installation of 1no. free standing, illuminated small format advertising display. Consent is sought for the period 22/04/2026 to 02/04/2031
Clarification was sought from the planning agent in relation to the proposed maximum luminance, which has been confirmed that would not exceed, 600 cd/m2 during non-daylight/ inclement weather, (Correspondence from agent dated, 22/04/2024).

Consultations & Notification Responses

1. Neighbours

No objections, comments or representations received.

2. Highways

Highways have no objections to the proposed small format advertisement display. However, it is advised that any recommendation for planning permission, would be subject planning condition.

POLICY

The following guidance and policies are considered to be relevant to the proposed development.

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

The Advertisement regulations require that applications for advertisements be considered only in the interests of amenity and public safety.

2. The Manchester Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012

- o Policy DM1 (Development Management)
- o Policy SP1 (Spatial Principles)
- o Policy EN1 (Design Principles and Strategic Character Areas)

- o Policy EC7 (Eastlands Strategic Employment Location) The vision is to broaden the activities in the area to ensure development opportunities secure the wider regeneration of the surrounding area and deliver maximum benefits for the community.

3. Places for Everyone (2022 - 2039)

The Places for Everyone Plan is a Joint Development Plan Document, providing a strategic plan and policies in relation to jobs, new homes and sustainable growth for nine of the 10 boroughs which make up Greater Manchester. The Plan and its policies are a material planning consideration in the determination of planning applications and therefore be given significant weight in the planning balance. The following policy is considered to be relevant:

- o Sustainable and Resilient Places, JP-S1: Sustainable Development

4. Unitary Development Plan (UDP), (1995)

Whilst the UDP has been superseded by the Core Strategy Development Plan, the following saved policies are still of relevance.

- o Saved Unitary Development Plan Policy DC14
- o Saved Unitary Development Plan Policy DC15

5. Draft National Planning Policy Framework - 16th December 2025 is under consultation and as such is a material consideration. However, until its adoption, the current NPPF (December 2024) is still in place. Of relevance are:

- o Section 4 - Decision-making
- o Section 8 - Promoting healthy and safe communities

ISSUES

In the case of this application, clarification was sought from the planning agent in relation to the proposed maximum luminance, which has been confirmed that would not exceed, 600 cd/m² during non-daylight/ inclement weather, (Correspondence from agent dated, 22/04/2024).

Principle

The proposal seeks express consent for 1no. free standing, illuminated small format advertising display within the forecourt of an Esso filling station. However, although the proposal is considered to be acceptable in principle, as required by the Town and Country Planning (Control of Advertisements) Regulations 2007, matters relevant to the consideration of this application are amenity and public safety.

Siting scale and massing

The proposed 1no. free standing, illuminated small format advertising display within the forecourt of the Esso filling station measures (1230mm wide x 220mm deep x 2400mm high). It would be sited along the north-western front boundary, whilst maintaining a separation distance

of approximately 4376mm from the back of pavement with Oldham Road. Therefore, the overall siting scale and massing of the proposal is acceptable.

Visual Amenity

Considering the characteristics of the signage, combined with its clear relevance to the site, the proposal is not considered to harm the visual amenity of the area as the signage is relatively standard in terms of its design and scale and is in an acceptable position in regard to its distance and relationship with Oldham Road.

The 1no. free standing, illuminated small format advertising display within the forecourt would be easily accessed to be satisfactorily maintained and would not harm the character of the building nor interfere with its proper use. It would be situated a significant distance from the nearest residential houses are along the south-eastern elevation of the application site - which include those along, (Partington Street, Fletcher Street

Overall, it is considered that the 1no. free standing, illuminated small format advertising display within the forecourt of the Esso filling station has a purpose and relates well to the application site. The sign would not lead to undue visual clutter and is considered to cause less than substantial harm to the street scene. It has also been confirmed that the proposed maximum luminance, would not exceed, 600 cd/m², (correspondence from agent dated, 22/04/2024); pursuant to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, The National Planning Policy Framework; Core Strategy policies SP1, DM1, EN1 and saved Unitary Development Plan policies DC14.1 and DC15.

Public safety

The sign is not considered to cause any public safety concerns. Highway Services have also not raised any objections to the proposal; however, it is advised that any recommendation for planning permission, would be subject planning condition in the interests of public amenity safety. The sign is also sufficiently far away from the pedestrian route and Oldham Road highway. The proposed maximum luminance at 600 cd/m² during non-daylight/ inclement weather is within Highways recommendations and therefore is not considered to cause a distraction to the road or pedestrians. It is therefore considered that the proposed development responds positively to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, The National Planning Policy Framework; Core Strategy policies SP1, DM1, EN1 and saved Unitary Development Plan policies DC14.1 and DC15.

Conclusion

Given the above issues, it is considered that the signage is acceptable in terms of its impact upon visual and residential amenity and public safety in accordance with Policies SPI, DMI and ENI of the Core Strategy, policies DC14.1, DC15 of the UDP and Chapters 8 and 12 of the NPPF.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality

Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approve

Article 35 Declaration

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) The advertisement shall not be displayed beyond a period of 02 April 2031 from the date of this consent. The advertisements and any supporting structures shall be removed on that date.

Reason - The advertisement is of a temporary nature only and is not considered acceptable as a permanent feature on this building in order to comply with saved policies DC15.1 and DC15.2

of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy. A temporary consent is granted to allow alternative letting strategies to be put in place.

3) The development hereby approved shall be carried out in accordance with the following drawings and documents:

- o Existing & Proposed Combine Plans, received by the City Council, as Local Planning Authority, on 03 March 2026.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy.

4) o No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.

o No individual advertisements shall be displayed for duration of less than 10 seconds.

o Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.

o The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.

o A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.

o The maximum luminance level of the tower signs shall not exceed 600 cd/m2.

Reason - In the interests of visual and residential amenity pursuant to policies SP1 and DM1 of the adopted Core Strategy for the City of Manchester and saved policies DC14.1 and E3.3 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services

1 Beckford Street, Manchester, M40 5AE

Bestway Cash And Carry, Monsall Road, Manchester, M40 8WT

Unit 6, Beckford Street, Manchester, M40 5AE

Unit 5, Beckford Street, Manchester, M40 5AE

800 Oldham Road, Manchester, M40 2AB

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Article 4 Direction - North Manchester PD Restriction - Class B1(c) To C3

Coal Authority - Development High Risk - Name: DEVELOPMENT_HIGH_RISK_AREA

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Coal Authority - Surface Coal Resources - Name: Coal bearing strata at surface

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Area Team Boundary - Name: NORTH AREA