

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
24/00889/ADV	Bob Melling	22 nd October 2024

Address: Petrol Filling Station At Greengate, Middleton, M24 1RD

Proposal: Internally illuminated advertisement hoarding

PUBLICITY	Weekly list expired?	N/A	Site notice expired?	N/A
	Neighbour letters expired?	N/A	Press Notice expired?	N/A

DELEGATION	Significant departure from local plan?	N	Contrary to national policy?	N
	Applicant a Council Member or officer?	N	Contrary to previous decision?	N
	Major with 10 or more objections and recommending approval?	N	Called in or Planning Panel objection?	N

COMMENTS	Planning Panel comments received?	N/A
	Neighbour comments received?	N/A

EIA	Screening opinion completed and saved to Onbase?	N/A
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CONDITIONS	Pre-commencement conditions proposed?	N/A
	Pre-commencement conditions agreed (or notification period expired)?	N/A

RECOMMENDATION	GRANT SUBJECT TO CONDITIONS
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CHECKED AND SIGNED OFF BY: TH DATE: 04.11.2024

SITE

The application relates to a rectangular parcel of land to the southeast of an existing petrol filling station (PFS) located in Middleton. The PFS is located on the corner of Mainway East to the north and Greengate (B6393) to the east. The application site is a grassed area measuring approximately 1.5m² and is positioned towards the

ingress point from Greengate. There are industrial uses to the south and east and dwellings to the north and west, including a nursery located on the opposing side of Mainway East.

The existing site is characterised by a retail unit, large canopy, jet wash, parcel lockers, petrol pumps on the forecourt, EV charging facilities and various commercial signage including a totem-style display.

PROPOSAL

Advertisement consent is sought for a single-sided, small format, freestanding advertising display which will display static advertisements on rotation. It would measure 1.23m (w) x 2.4m (h) x 0.22m (d). The bottom of the display will be located 0.41m above ground level and the display would be illuminated to a maximum of 5000cd/m² in daytime and 300cd/m² at night.

RELEVANT PLANNING POLICY

National

National Planning Policy Framework (NPPF)
National Planning Practice Guidance (NPPG)

Sub-Regional

Places for Everyone Joint Development Plan (PfE)

The Places for Everyone Joint Development Plan was adopted and became part of the statutory development plan for each of the 9 authorities covered by the plan on 21st March 2024. The following policies are relevant:

JP-P1 Sustainable Places

Local

Core Strategy (CS)

The Core Strategy was formally adopted by the Council on 19th October 2016 and partially replaces the 2006 Unitary Development Plan. The following policies are relevant:

SO1 Delivering a more prosperous economy
E3 Focusing on economic growth corridors and areas

SO2 Creating successful and healthy communities
C2 Focusing on regeneration areas and economic growth corridors / areas

SO3 Improving design, image and quality of place
P3 Improving design of new development
DM1 General development requirements

Unitary Development Plan (UDP)

G/D/1 Defined Urban Area

RELEVANT SITE HISTORY

12/A5968 Installation Of One Double-Sided Internally Illuminated Freestanding Totem Sign, Three Internally Illuminated Fascia Signs, Seven Non-Illuminated Fascia Signs, Seven Non-Illuminated Freestanding Directional Signs, Four Non-Illuminated Over Pump Spreader - **Granted STC** (May 2012)

CONSULTATION RESPONSES

Highways No objections.

REPRESENTATIONS

In accordance with the Council's adopted code of practice for advertisement applications, no direct publicity was issued.

ANALYSIS

In assessing applications for advertisement consent, Paragraph 141 of the NPPF establishes that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

It is well established that poorly placed advertisements can have a negative impact on the appearance of the built environment. As such, with all applications for advertisements an assessment should be made as to the impacts on visual amenity and to accord with Policy JP-P1 of the adopted Places for Everyone and Policy P3 of the adopted Core Strategy; signs should be compatible with the surrounding area and protect the character and appearance of the host building and street scene. In addition, Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety.

The proposal seeks consent for one internally illuminated freestanding sign facing towards the PFS ingress point from Greengate. The commercial character of the PFS, the small scale of the proposed advertisement display and the proliferation of existing commercial signage establishes the application site as an appropriate location for an illuminated advertising hoarding of this scale. Moreover, the signage would not appear prominent owing to its comfortable setback from Greengate. On this basis, the proposed sign would not result in undue harm to the character and appearance of the street scene and would be acceptable in accordance with Policy P3 of the Core Strategy, Policy JP-P1 of PfE and the requirements of the NPPF.

With regard to impacts on public safety, the Highways Authority was consulted on the proposals and raised no objections. The sign would not impede the visibility splay between the ingress point and Greengate and is aimed at users of the PFS rather than users of the road network. As such, the proposal would have a neutral impact

on public safety and would accord with Policy T2 and DM1 of the Core Strategy and the NPPF.

RECOMMENDATION: GRANT SUBJECT TO CONDITIONS

Standard 6 conditions, plus:

7. The maximum level of luminance of the advertisement sign hereby permitted shall not exceed the relevant thresholds contained within the Institute of Lighting Professionals guidance document 'Professional Lighting Guide 05 – the Brightness of Illuminated Advertisements' 2014, or any guidance updating or replacing it, and shall not exceed 5000 candelas per square metre between sunrise and sunset and 300 candelas per square metre between sunset and sunrise.
8. The advertisements displayed on the digital advertising unit hereby granted consent shall:
 - contain static and two-dimensional images only;
 - not include moving, or apparently moving, images, devices, wording or emblems;
 - not depict images that resemble road signs or traffic signs or traffic signals;
 - include no additional effects (including, but not limited to audio, odours, smoke, flashing, scrolling, intermittent or video elements);
 - not change more than once every 10 seconds;
 - not involve message sequencing for the same product; and
 - not include features or equipment which would allow interactive messages or advertisements to be displayed.
9. The display shall at all times maintain a safety feature that will turn the screen off (i.e. shows a black screen) in the event that the display experiences a malfunction or error.

INFORMATIVES:

For the avoidance of doubt, this consents relates to the following plans:

- 23910/PA/01 Site Location Plan
- 23910/PA/02 Existing Site Plan
- 23910/PA/03 Proposed Site Plan
- 23910/PA/04 Proposed Site Plan
- 23910/PA/05 Existing and Proposed Elevations
- 23910/PA/06 Specification
- 23910/PA/07 CGI