

APPLICATION NUMBER: 25/00753/ADV

DELEGATED DECISION CHECKLIST AND REPORT

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APPLICATION NO.	CASE OFFICER	DATE
25/00753/ADV	Bob Melling	04 September 2025

**Address:** Esso Middleton Service Station, Oldham Road, Middleton, M24 2LD

**Proposal:** Erection of 1no. freestanding internally illuminated digital advertisement display unit following removal of existing signage

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: RC

DATE: 23/09/2025

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SITE

The application relates to the Esso Petrol Station on Oldham Road in Middleton. The site consists of the main petrol station kiosk, to the east of the site, and a large canopy covering

the petrol pumps/forecourt area to the west of this building. To the rear (north) of the site is the car wash facility.

Access to the site is obtained directly off Oldham Road with vehicles entering the forecourt via the western access point and leaving the site from the eastern exit adjacent to the kiosk building.

The application site is located within a mixed employment zone and is adjoined to the east by the Odd Fellows Arms Public House.

## **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/m<sup>2</sup> in daytime and 300cd/m<sup>2</sup> 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 19<sup>th</sup> 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**

14/00464/FUL	Installation of external ATM (cash dispenser) to side of existing kiosk and associated works. Approved June 2014.
13/00184/FUL	Erection of single storey building attached to Oldham Road side elevation of petrol forecourt kiosk to house ATM. Withdrawn April 2013.
08/D51274	Installation Of One Free Standing Atm Pod. Refused October 2008.
88/D22528	Petrol Filling Station And Car Wash    Refused            March 1989. Appeal Allowed August 1989.

### **CONSULTATION RESPONSES**

Highways            No objections.

### **REPRESENTATIONS**

Letters of notification were sent to surrounding properties. No representations were received in response to the proposed development.

### **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 petrol station ingress point from Oldham Road. The commercial character of the site, 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 proposed sign would replace the existing signage along the western site boundary. 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 Places for Everyone 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 replace existing signage, would not impede the visibility splay between the ingress point and Oldham Road, and is aimed at users of the petrol station rather than users of the road network. As such, the proposal would have a neutral impact on public safety and would accord with Policies 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:

- 25881/PA/01 Site Location Plan
- 25881/PA/02 Existing Site Plan
- 25881/PA/03 Proposed Site Plan

- 25881/PA/04 Proposed Site Plan
- 25881/PA/05 Existing and Proposed Elevations
- 25881/PA/06 Specification
- 25881/PA/07 CGI

Report Author Bob Melling