

APPLICATION NUMBER: 25/01007/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.
25/01007/ADV

CASE OFFICER
Sam Yuen

DETERMINATION DATE 25.11.2025 **EXT OF TIME** 02.11.2025

Address: Gable End 596 Manchester Old Road, Middleton, M24 4PW

Proposal: Erection of 1 no. illuminated digital advertisement display unit

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
	Neighbour comments received?	N

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

RECOMMENDATION	GRANT SUBJECT TO CONDITIONS
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CHECKED AND SIGNED OFF BY: RK

DATE: 27/11/2025

SITE

The application relates to the east-facing side elevation wall of no. 596 Manchester Old Road, a two-storey end terrace building located in Rhodes, Middleton. Manchester Old Road/A576 is a high-trafficked classified road connecting Middleton to Heaton Park and Crumpsall.

The site overlooks the premise of Barber Arms, a former public house converted into office which is set back circa 5m from the highway. The immediate context is mixed but is predominantly commercial with food establishments, shops and offices within close proximity. A number of residential properties and industrial sites lie within the wider vicinity.

PROPOSAL

Planning consent is sought for the replacement of the existing hoarding with an internally illuminated 48-sheet digital display. The siting and dimension would be identical to the existing, measuring 6m by 3m and positioned 2.9m above ground.

It is proposed the advertisement would remain static and two-dimensional. The illumination will adapt to ambient conditions in real time, with an output ranging between 5000cd/m² in daylight and 300cd/m² at night, in accordance with the Institute of Lighting Professionals best practice guidance.

RELEVANT PLANNING POLICY

National Guidance

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

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:

Policy JP-P1 Sustainable Places

Adopted Rochdale Core Strategy (CS):

P3 Improving Design of New Development
DM1 General Development Requirements
T2 Improving Accessibility

Unitary Development Plan (UDP):

G/D/1 Defined Urban Area

RELEVANT SITE HISTORY

21/00015/ADV - Upgrade of existing 48 sheet advert to support digital poster - Grant subject to conditions

CONSULTATION RESPONSES

Highways And Engineering

The application site is adjacent to a busy road linking Middleton and Manchester. The proposed advertisement is away from any major junctions and replaces an existing advertisement hoarding.

Highways have no objection to the proposal.

Env Health - Noise/Odours

No comments received at the time of writing.

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 to replace an existing hoarding with an internally illuminated digital display. The proposed display would be of the same dimensions and siting as the existing; it is also similar to the display proposed under 21/00015/ADV with minor differences in the signage depth.

The principle of the development has been established in the 21/00015/ADV. As no material changes have been proposed in the current submission, the assessment made in the previous officer's report remains valid, where no undue harm has been identified in relation to the appearance of the street scene and the amenity of the surrounding occupiers. Notwithstanding, a condition requiring luminance levels to

comply with guidance of the Institute of Lighting Professionals has been recommended in the interest of mitigating amenity impacts.

Likewise, as with the previous submission, the proposed signage is not considered to adversely impact on highway users and would be acceptable in terms of public safety. The Council's Highways Officer has also raised no objection to the proposed plans.

In the interest of visual amenity and public safety, the proposed signage is therefore acceptable in accordance with Policies P3 and DM1 of the Core Strategy, Policy JP-P1 of the PfE and the NPPF.

RECOMMENDATION: GRANT SUBJECT TO CONDITIONS

Standard conditions, plus the following:

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' 2023, 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.

Reason: In the interest of the amenities of the occupiers of nearby premises and public safety, in accordance with Policies P3, T2 and DM1 of the adopted Rochdale Core Strategy, Policy JP-P1 of the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

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.

Reason: In the interest of the amenities of the occupiers of nearby premises and public safety, in accordance with Policies P3, T2 and DM1 of the adopted Rochdale Core Strategy, Policy JP-P1 of the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

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.

Reason: In the interest of the amenities of the occupiers of nearby premises and public safety, in accordance with Policies P3, T2 and DM1 of the adopted Rochdale Core Strategy, Policy JP-P1 of the adopted Places for Everyone Joint Development Plan and the National Planning Policy Framework.

INFORMATIVES:

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

- Location Plan – drawing no. 2952\ PA \ 01 received 30/09/2025
- Existing Site Plan – drawing no. 2952\ PA \ 02 received 30/09/2025
- Proposed Site Plan – drawing no. 2952\ PA \ 03 received 30/09/2025
- Existing and Proposed Elevations – drawing no. 2952\ PA \ 04 received 30/09/2025

Report Author Sam Yuen