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UNITED KINGDOM

31st March 2026

Our Ref: 31871/A5/IP
Planning Portal Ref: PP-14828808

Bury Metropolitan Borough Council
Development Control,
The Planning Service,
3 Knowsley Place,
Bury, BL9 0EJ

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS
2007
2 ROCHDALE OLD ROAD, BURY, BL9 7LQ
INSTALLATION OF A DIGITAL ADVERTISEMENT DISPLAY

We have been instructed by Wildstone Estates Limited to submit an application for advertisement consent at the above site. The application seeks to the erection of a single-sided advertisement display at the above site.

This application has been submitted following the refusal of a previous proposal for the Site. The reason for refusal related specifically to the absence of sufficient and up to date, site specific information to demonstrate that the proposal would not be detrimental to public and highway safety. This resubmission has been prepared expressly to address the reason for refusal.

This proposal is part of an industry wide drive to rationalise, modernise and upgrade advertising infrastructure to meet modern requirements. In addition to converting some of the better located sites to digital, in many instances this will mean removing inappropriately located or poorly performing paper and paste displays and developing new sites in better locations. The overall strategy is to reduce the numbers of displays to deliver premium sites in the best locations, capable of supporting multiple advertising campaigns and providing a piece of digital infrastructure adaptable to a wide range of uses.

THE APPLICANT

Wildstone Estates Limited is part of the Wildstone Group, an outdoor media infrastructure provider that owns and manages the land and equipment required for advertising. Their advertising assets are then rented to operators, who sell the advertising space to local and national companies for various advertising campaigns.

As an outdoor media infrastructure provider, Wildstone has invested in the development of hardware in the form of the "D-Poster" panel, which is a high-quality ultra-thin display that offers a high level of control over brightness and reduced energy consumption. The control mechanisms in place enable the D-Poster to mimic a traditional 48 sheet poster during the day and ensure that it is muted and at a suitable contrast to the ambient light at night time.

Content is controlled remotely in real time from a Network Operation Centre (NOC) and the sites are monitored remotely 24/7 to facilitate responsive maintenance.

THE SITE

The proposal site is located at 2 Rochdale Old Road, Bury, BL9 7LQ. The site surroundings are predominantly residential in character. The site lies directly on the gable end of a residential dwelling and the proposed advertisement display will be positioned so it is visible to vehicles driving along Rochdale Road and Willow Street.

The surrounding context is largely residential with employment uses located directly to the north and south of the site. Directly to the east and west are existing residential dwellings. The Site is not located within a conservation area and there are no listed buildings within proximity to the site.

The site is in a location where advertising of this type would typically be found, as demonstrated by the presence of similar forms of advertising within the surrounding area show in Figures 2 and 3 below.

Figure 1: Streetview of the subject site.



Figure 2: Relevant surrounding displays.



Figure 3: Relevant surrounding display.



There is also a wide range of paper and paste advertising displays and business-related signage in the area which demonstrates that the Site's location is suitable for advertisements of this kind (Figures 2 and 3). The area is well-lit as a result of street lighting and traffic lights.

THE PROPOSAL

The proposal seeks to erect a single-sided digital advertisement display on the gable wall of 2 Rochdale Old Road, Bury, BL9 7LQ with a gable digital display which will present multiple static advertisements on rotation.

The existing advertisement/s benefit from deemed consent under Class 13 of Schedule 3 Part 1 of the Advertisement Regulations having been in situ for over ten years as can be seen in Appendix 5.

The proposed panel has the same dimensions as a standard 48-sheet hoarding, measuring 6m(w) x 3m(h) x 0.061m (d) and will be positioned 1.5m above ground. The proposed new display technology is lightweight, durable, efficient and can be easily erected with minimal engineering. The quality of the image produced will mimic that of a traditional poster and paste display (Appendix 1).

The proposed display will meet modern requirements and will be capable of displaying 6 advertising campaigns at a time, sequencing every ten seconds (i.e. six adverts per minute).

In accordance with the categorisations set out in the Institute of Lighting Professional's (ILP) Technical Note 5 'The Brightness of Advertisements including digital displays' (2023) (BIADD), the proposal would be classified as within Environmental Zone 3 (Suburban).

PROPOSAL BENEFITS

The attractiveness of digital advertising to an infrastructure provider is that it allows the advertising network to be better managed, monitored and maintained. For operators the inherent flexibility allows smarter real time campaigns and better control over sales. These factors manifest in wider public benefits as summarised below:

- Tidy and well maintained sites;
- Improvement to site and local biodiversity where the site allows;
- Uplift in business rates to spend on public services;
- Reduction in vehicle trips leading to reduced noise, air quality, and negative climate change impacts;
- Reduction in waste involved in the advertising poster production process;
- Platforms to broadcast emergency messaging;
- Ability to use void periods for public messaging and public art campaigns; and
- Opportunity to integrate additional hardware to meet Smart City objectives.

These are benefits to development that will not be achieved by maintaining the status quo.

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.

In addition to the five standard conditions, the proposed display/s shall adhere to industry and best practice conditions. The proposed display will therefore operate with a system of threshold controls, timers, and light sensors to ensure that the luminance never exceeds the Institute of Lighting Professional's (ILP) 2023 published guidelines held within Technical Note 5 'The Brightness of Illuminated

Advertisements including Digital Displays' (BIADD). The BIADD document also provides model conditions for digital displays to which the proposed display would adhere. The model conditions also form the basis for the proposal's 'Recommended Conditions' which are set out in 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 2024 (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. As described in the National Planning Practice Guidance (NPPG) the regime is a "lighter touch" than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

The Development Plan for the area consists of The Bury Unitary Development Plan which does not contain any specific policies about advertisements. The draft Bury Local Plan contains Policy LP-BE10 which seeks to control advertisements in the interest of amenity and public safety. The policy also seeks to ensure proposals have regard to the character of the local area.

PLANNING CONSIDERATIONS

The proposed location is appropriate in principle for an advertisement display and in line with planning regulations, the impact of the proposal has been considered in amenity and public safety terms and are addressed in turn below.

AMENITY

Concerning amenity, the proposal would not be detrimental in either an immediate or wider sense. It is not within a Conservation Area, attached or adjacent to a Listed building or within proximity of any local heritage assets. The industrial and commercial context of the immediate and surrounding area, and the successful operation of the two existing billboards, establishes the site as an appropriate location for large format roadside advertising.

The mixed use context of the surroundings and nearby examples of similar adverts establishes the site as appropriate for an illuminated advert of this type and, as such, would not appear out of scale with its immediate environment. It would not appear out of place and will sit positively within the surrounding area and the existing character and therefore will have limited impact on any existing views.

The Site is located within an urban area and in accordance with the categorisations set out in the newly published ILP Guide PLG 05/23, it is recommended that the maximum nighttime luminance of the display should be set at 300cd/m² for Environmental Zone 3. As such brightness would be 150 cd/sqm from dusk to dawn and up to 5,000 cd/sqm at all other times dependent on time of day/year and ambient conditions, in line with ILP Guidance. The proposed advertisement would not be visible from any residential windows and does not face directly towards and residential windows, therefore the proximity to any residential windows is considered acceptable. Furthermore, it is proposed to reduce the level of illumination and to

switch the screen off between the hours of 0000-0500hrs. This can now be justified using the revised ILP guidance which refers to this as an established curfew.

Thus, it is considered the proposal would not harm amenity, the qualities of the site, or the character and appearance of the wider area.

PUBLIC SAFETY

Digital advertising is now a common feature in town centres, local neighbourhood centres and adjacent to major/main roads across the Country. 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.

The Officer's Report relating to the refused application acknowledged that a previous application on an adjacent site (ref. 66408) was approved without objection from either the Highway Authority or Transport for Greater Manchester. However, it also noted that the Driver Distraction Assessment submitted in support of that scheme was dated August 2019 and was not bespoke to the site. Given the passage of time, and the absence of a current, site-specific assessment, the refused application was necessarily assessed on its own merits and on the information available at that time.

In direct response, this resubmission is accompanied by a bespoke Highways Safety Report which has been prepared specifically for this Site and its current highway context. The assessment provides detailed and site-specific evidence to demonstrate that the proposed display would not give rise to unacceptable impacts on driver behaviour, public safety or highway operation. The submission of this bespoke HSR addresses the previous reason for refusal.

It is also relevant to note that the pedestrian crossing on Rochdale Old Road is now located further away from the proposed display than was the case at the time of the 2020 approval on the adjacent site. This increased separation further reduces the potential for interaction between the display, pedestrian movements and driver decision-making.



Figure 4: Pedestrian Crossing 2026



Figure 5: Pedestrian Crossing 2020

Additionally, notwithstanding the maximum luminance levels set out within the ILP guidance, it is proposed that the maximum night-time luminance of the display will be restricted to 150 cd/m². This reduction has been incorporated as a specific mitigation measure to avoid any potential visual competition with nearby traffic signals and to further reinforce the public and highway safety case.

The Site is an uncomplicated location which drivers should be able to navigate with ease. Rochdale Road is a straight, single carriageway. The cognitive demand on road users at this point is low as there are no unusual highway complexities which would require extra care to be taken. As such, drivers would be entirely capable of glancing at advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements. The proposed panel would incorporate illumination levels which align with the ILP's Guidance and this intensity is considered wholly acceptable for the location.

When considered in combination with the reduced night-time luminance level of 150 cd/m², the proposed control over image changes, and the absence of moving imagery, it is concluded that the proposal would not be detrimental to public or highway safety.

CONCLUSION

The proposal will be located on a mixed use area in a position where advertising of this type is commonplace. The advertising is in scale with the surrounding built development which ranges from 1 to 3 storeys. The proposed conditions to control the luminance of the screens and the operation of the digital screens will ensure that there is no adverse impact on amenity or road safety.

Crucially, the submission of a current, bespoke Highways Safety Report, together with additional mitigation in the form of a reduced night-time luminance level, directly addresses the reason for refusal of the previous application and provides a clear and robust basis for concluding that the proposal would not result in harm to public or highway safety.

For these reasons and the positive benefits set out, it is considered that the application should be granted consent.

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

- Completed application forms
- Letter Statement (this letter);
- Architectural drawings including;
- 2898/PA/01 Site Location Plan
- 2898/PA/02 Existing Site Plan
- 2898/PA/03 Proposed Site Plan
- 2898/PA/04 Existing and Proposed Elevations
- A26033 Rochdale Old Road, Bury HS Report v2 250326

Additionally, we will arrange payment to the Council to cover the cost of the Advertisement Consent application.

I trust that the above is clear, and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully,



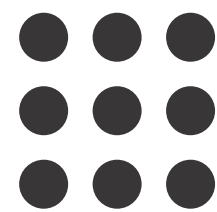
JUSTIN KENWORTHY

Planning Director

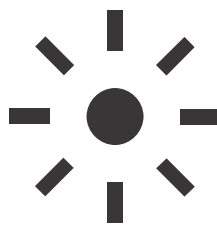
Stantec UK Limited

APPENDIX 1 - D-POSTER INFORMATION SHEET

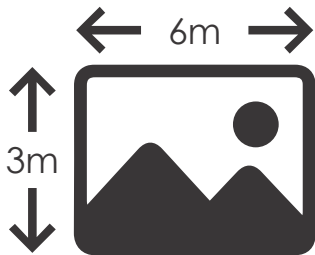
D-POSTER



High resolution LED display



Dimmable to 55 cd/m²
Embedded ambient light sensors to control brightness



Sized to match existing poster panels



Reduced depth of 60mm compared to
traditional digital panel (300-600mm)

APPENDIX 2 - EXAMPLE SITES OPERATING IN ACCORDANCE WITH ILP GUIDANCE DURING DIFFERENT TIMES OF THE DAY.



Daytime Clear Skies



FREE RANGE

Liz Rygh
Liz Rygh: Magnificent by the Book
(H. Martin, 2020)
London College of Communication
B&A.com
B&A...

Discovered by the photographer in 2019
in partnership with Clear Channel
Photography

Clear Channel

Daytime Overcast



Twilight



Pitchford Steelstock
Tel: 01384 489030

Tomorrow
begins **Today.**

40

TOL
Hire

TOL
Hire

Every day at home
is making a difference

Clear Channel

Hillman

Dusk



Night

APPENDIX 3 - ILP MODEL CONDITIONS

Model Conditions

The following model conditions are as set out in Appendix 1 of the Institute of Lighting Professionals (ILP) Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23).

The model conditions include the standard conditions set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 [The Regulations].

The first condition relates to the standard time period of a consent, which unless otherwise specified should be five years, as set out on Part 3 of The Regulations. Please note, following the expiry of the time period an application would benefit from Deemed consent under Class 14 Schedule 3 of the Regulations. As set out in National Planning Practice Guidance (NPPG), conditions cannot be used to prevent the operation of Class 14 unless supported by specific and relevant planning considerations.

The second condition seeks to ensure that the application is implemented in accordance with the approved plans and application documents.

Conditions 3 to 7 represent the five “standard conditions” attached to all applications for advertisement consent, set out in Schedule 2 of the Regulations.

Conditions 7 to 13 are commonly applied to digital consents and have been standardised by ILP with reference to the updated guidance document.

These conditions can be adapted to suite the application proposal, with additional conditions added where they pass the standard tests set out in the National Planning Policy Framework (NPPF).

Time Period

1. The consent now granted is limited to a period of five years from the date hereof.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Application Documents

2. The development shall be undertaken in strict accordance with the approved documents for this Advertisement Consent which comprise:
 - Completed application forms;
 - Letter Statement;
 - A26033 Rochdale Old Road, Bury HS Report v2 250326;
 - Architectural drawings including:
 - 2898/PA/01 Site Location Plan
 - 2898/PA/02 Existing Site Plan
 - 2898/PA/03 Proposed Site Plan
 - 2898/PA/04 Existing and Proposed Elevations

Reason: To define the permission and for the avoidance of doubt and in the interest of proper planning procedures.

Standard Conditions

3. 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.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. 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.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. 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.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. 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.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. 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.
- c) Hinder the operation of any device used for the purpose of security, or surveillance, or for measuring the speed of any vehicle.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Digital consents

8. There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.

Reason: In the interests of amenity and in order to retain effective planning control.

9. In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value

set out for Environmental Zone 4 in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

10. In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

11. Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

12. The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

13. No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

Reason: In the interests of amenity and in order to retain effective planning control.

APPENDIX 4 – SITE SPECIFIC INFORMATION SHEET

Application for Advertisement Consent: Proposal Factsheet

URN: 26111

Job number: 2898

Site Name: 2 Rochdale Old Road, Bury, BL9 7LQ

Planning Portal Reference: PP-14828808

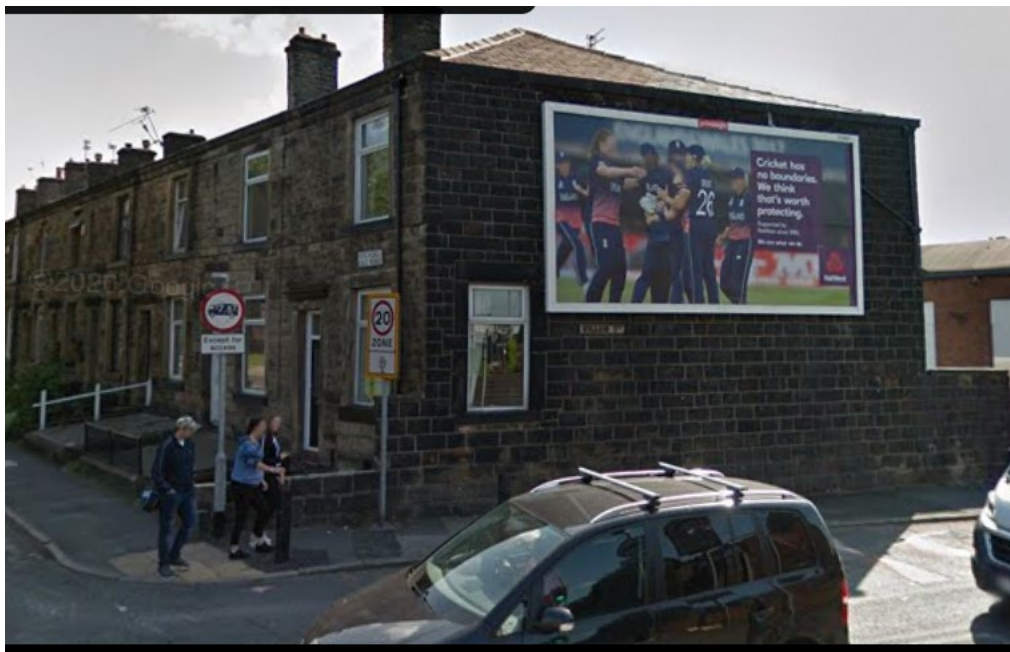
Advertising Type	Digital
Size of Advertisement (HxWxD)	6m(w) x 3m(h) x 0.061m (d)
Max Daytime Illumination <i>(to be adjusted based on application)</i>	Up to 5,000 cd/sqm (Brightness will vary during daylight hours based on ambient brightness (ie brighter on a cloudless summers day than overcast winters day)
Max Night-time Illumination <i>(to be adjusted based on application)</i>	300cd/sqm
Notes	Brightness adjusted by a light sensor backed by a light table

APPENDIX 5 – 10+ Years Evidence

May 2021



August 2018



May 2009

