

**DELEGATED REPORT**

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| <b>Report by</b> Charlotte Orrell | <b>Date of report:</b> 12/03/2026 | <b>Ref:</b> 72800/ADV          |
| <b>Registration:</b> 17/02/2026   | <b>LDfC:</b> 12/03/2026           | <b>Expiry Date:</b> 14/04/2026 |
| <b>Site Visit:</b>                | <b>Site Notice:</b> N/A           | <b>Press Date:</b> N/A         |
| <b>Objections:</b>                | <b>Con Area:</b> N/A              | <b>Adv Type:</b> N/A           |
| <b>Reason for Delay:</b><br>N/A   |                                   | <b>EIA:</b> NA                 |
|                                   |                                   | <b>Dec Level:</b> DEL          |
|                                   |                                   | <b>Stat Class:</b> ADVT        |

**Proposal:** Replacement signage:

Sign A - internally-illuminated solar powered (LED) totem sign to main entrance

Sign B - non-illuminated free-standing tenant directory sign

Signs C-F - non-illuminated free-standing directional signs

**Location:** Entrance to Park 17 & adj Unit 14, Moss Lane, Whitefield, Manchester, M45 8FJ

**Description**

The proposal relates to locations around Park 17, a commercial park in Whitefield. The site is bound by Stanley Road to the north/east, Moss Lane to the south/east and Nuttall Avenue to the east.

There are 6 different signage locations proposed, with 3 different types of signs proposed labelled on the proposed plans as Sign A-F. Signs C-F are all proposed to be the same sign type, just in a different location at the site.

Sign A is proposed to be an internally-illuminated solar powered (LED) totem sign to the main entrance. It would be positioned on the northern side of the Lower Moss Lane entrance to the site, facing south/south-west. It is proposed to be 2.4m in height and 3m in length. The solar panel to power the sign would be mounted at the top and angled towards the rear and would be 0.95m in height, so the total height of this sign would be approximately 3.2m (slightly lower than 2.4 + 0.95 due to the angle at which the solar panel is positioned).

Sign B is proposed to be a non-illuminated free-standing tenant directory sign. It would be sited opposite the entrance on Lower Moss Lane and would face south-east towards the road. The sign would be a maximum of 2.9m in height and would be 3.7m in length.

Signs C-F are proposed as non-illuminated free-standing directional signs. They are proposed to be placed in different locations around Park 17:

- Sign C - on the northern side of the Lower Moss Lane entrance, facing east/south-east, opposite Sign A.
- Sign D - slightly further up, and on the same side of the road through the site as Sign.
- Sign E - Slightly further up and on the same side of the road as Sign D, on the eastern corner of the main junction at the site.
- Sign F - approximately 70-80m west of Sign E.

Signs C-F are all proposed to be 1.7m in length and a maximum of 1.8m in height from ground level.

**Amendments**

An amended site plan was sought so that the proposed signage exact locations could be determined and dimensions could be measured.

### **Relevant Planning History**

56403 - External alterations to east elevation including new windows and pedestrian entrance canopy

- Approve with Conditions 09/08/2013

56992 - 1no Internal Illuminated Fascia Sign - Approve with Conditions 06/02/2014

67467 - Installation of over-clad roof system - Approve with Conditions 08/10/2021

### **Publicity**

None relevant

### **Statutory/Non-Statutory Consultations**

Traffic Section - no objection subject to conditions which have been acknowledged within the conditions of the report.

### **Pre-start Conditions - Not relevant**

### **Development Plan and Policies**

EC2/1      Employment Generating Areas

EN1/9      Advertisements

NPPF      National Planning Policy Framework

EN1/2      Townscape and Built Design

PFE      Places for Everyone

### **Issues and Analysis**

The following report includes analysis of the merits of the application against the relevant policies of both the National Planning Policy Framework (NPPF), the adopted Places for Everyone Joint Development Plan Document (PfE) and the saved policies within the adopted Bury Unitary Development Plan (UDP), together with other relevant material planning considerations.

The policies of the UDP that have been used to assess this application are considered to be in accordance with the NPPF and as such are material planning considerations. For simplicity, just the UDP and PfE Policies will be referred to in the report, unless there is a particular matter to highlight arising from the NPPF where it would otherwise be specifically mentioned.

**Equality Act 2010:** All planning applications are considered in light of the Equality Act 2010 and associated Public Sector Equality Duty, where the Council is required to have due regard for:

The elimination of discrimination, harassment and victimisation;

The advancement of equality of opportunity between persons who share a relevant protected characteristic and person who do not share it;

The fostering of good relations between persons who share a relevant protected characteristic and person who do not share it; which applies to people from the protected equality groups.

**Human Rights:** All planning applications are considered against the provisions of the Human Rights Act 1998.

Under Article 6 the applicants (and those third parties who have made representations) have the right to a fair hearing and to this end full consideration will be given to their comments.

Article 8 and Protocol 1 of the First Article confer a right to respect private and family life and a right to the protection of property, ie peaceful enjoyment of one's possessions which could include a person's home, and other land and business assets.

In taking account of the Council policy as set out in the Bury Unitary Development Plan 1997 and all material planning considerations, it is concluded on balance that the rights conferred upon the applicant/ objectors/ residents/ other interested party by Article 8 and Article 1 of the First Protocol may be interfered with, since such interference is in accordance with the law and is justified in the public interest. Any restriction of these rights posed by refusal/ approval of the application is legitimate since it is proportionate to the wider benefits of such a decision, is based upon the merits of the proposal, and falls within the margin of discretion afforded to the Council under the Town & Country Planning Acts.

**The Crime and Disorder Act 1998** imposes (without prejudice to any other obligation imposed on it) a duty upon the Council to exercise its functions and have due regard to the likely effect of the exercise of its functions on, and the need to do all that it reasonably can to prevent crime and disorder in its area. In so doing and on making planning decisions under the Town and Country Planning Acts, the material Planning considerations shall have due regard to the provisions of the Crime and Disorder Act 1998 and its implications in the exercise of its functions.

UDP Policy EN1/9 states that proposals should have regard to the character of the locality, scale of the existing building and land use and be considered on their impact on amenity and safety.

The NPPF states that poorly placed advertisements can have a negative impact on the appearance of the built natural environment, but that the control over outdoor advertisements should be efficient, effective and simple in concept and operations.

#### **Visual Amenity-**

The proposals relate to a large commercial site in a predominantly commercial area. The proposed signage would represent a refreshment of the current signage at the site, whilst also adding more signage to create simple and efficient directions throughout the site to the different units.

The signage would be to a reasonable scale and, aside from Sign A and C, wouldn't be visible from public vantage points outside the site. With the exception of Sign A, the amendments and addition of the signage would be subtle and would represent a negligible change visually.

In terms of Sign A, it is not considered that it would cause an overly intrusive or overbearing impact on the area. These types of signs are common within commercial and industrial sites and so it would be considered consistent within this area.

It is therefore considered the proposal would be compliant with the requirements of the above UDP policy and of the NPPF.

#### **Safety-**

The signs are located where they would not cause hazard to pedestrians. In regards to Sign A, illuminance levels are noted to be 420cdm<sup>2</sup> which would be acceptable. As the illuminated sign is located along the road, a condition for luminance levels has been acknowledged within the conditions of the report.

The proposal would not impact upon public safety and would comply with the above UDP Policy and the NPPF.

#### **Residential Amenity-**

Occasionally illuminated signs can impact on residential amenity if located within the vicinity of residential dwellings. In this instance, the closest residential dwelling is 36m which is unlikely to cause any impacts.

## **Conclusion**

The proposed signage would not have a detrimental impact on visual or residential amenity and public safety. The proposal would be compliant with the requirements of the above UDP Policy and the NPPF accordingly and therefore it is recommended that the advertisements should be approved, subject to conditions.

## **Statement in accordance with Article 35(2) Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2015**

The Local Planning Authority worked positively and proactively with the applicant to identify various solutions during the application process to ensure that the proposal comprised sustainable development and would improve the economic, social and environmental conditions of the area and would accord with the development plan. These were incorporated into the scheme and/or have been secured by planning condition. The Local Planning Authority has therefore implemented the requirement in Paragraph 38 of the National Planning Policy Framework.

**Recommendation:** Approve with Conditions

## **Conditions and Reasons:**

1 This decision relates to drawings:

Signage Location Plan, drawing number Park 17 Signage Location Plan\_Large, Revision P00, dated March 2026, scanned 11/03/2026

Proposed new internally illuminated solar powered totem signage, drawing number Park 17\_004\_Proposed Totem- Sign A, dated April 2025 Revision P00

Proposed new internally illuminated solar powered totem signage, drawing number Park 17\_002\_Main Entrance-Sign A, dated April 2025 Revision P00

Proposed non-illuminated tenant directory sign, drawing number Park17\_007\_Proposed Tenant Directory-Sign B, dated April 2025 Revision P00

Proposed non-illuminated tenant directory sign, drawing number Park17\_005\_Proposed Tenant Directory-Sign B, dated December 2025, Revision P00

Proposed new non-illuminated directional sign, drawing number Park17\_010\_Directional\_01\_SignC, dated April 2025, Revision P00 scanned 12/03/2026

Proposed new non-illuminated directional sign, drawing number Park17\_011\_Directional\_02\_SignD, dated April 2025, Revision P00 scanned 12/03/2026

Proposed new non-illuminated directional sign, drawing number Park17\_012\_Directional\_03\_SignE, dated April 2025, Revision P00 scanned 12/03/2026

Proposed new non-illuminated directional sign, drawing number Park17\_013\_Directional\_04\_SignF, dated April 2025, Revision P00 scanned

## DELEGATED REPORT

12/03/2026

Reason. For the avoidance of doubt and to ensure a satisfactory standard of design pursuant to the policies of the Bury Unitary Development Plan and Places for Everyone Joint Development Plan listed.

- 2 The replacement free-standing signage indicated on the approved 'Signage Location' plans and any required foundations shall be implemented to the satisfaction of the Local Planning Authority in the positions shown, clear of the adjacent adopted highways.

Reason: To maintain the integrity of the adopted highway and to ensure the intervisibility of the users of the adjacent highways in the interests of road safety pursuant to JP-C5 of PfE.

- 3 The luminance of the totem sign shall not exceed 410 cd/m2.

Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policies EN1/4 - Street Furniture, EN1/7 - Throughroutes and Gateways and EN1/9 - Advertisements of the Bury Unitary Development Plan.

|                                      |             |                         |             |
|--------------------------------------|-------------|-------------------------|-------------|
| <u>Case Officer</u><br>CO 12/03/2026 | <u>Date</u> | <u>Sign off Officer</u> | <u>Date</u> |
|--------------------------------------|-------------|-------------------------|-------------|